

PRINTERS' INK

Registered U. S. Patent Office
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185 Madison Avenue, New York City

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raspberries



ADVERTISING reaches a higher plane when it combines a sound business policy with a national service.

This is the fourth year we have helped our client, the American Sugar Refining Company, say

SAVE THE FRUIT CROP

For the last two trying years, especially, this has been helpful to our country—helpful because it has pointed a way to meeting a national emergency.

Domino Cane Sugars have played an important part in these campaigns. The careful housewife has learned the economy and satisfaction of buying a trade-marked staple of known quality in fly-proof, dust-proof packages.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

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If you would like to feel as they do about your advertising service

*Put it up to men who know
your market*



Consultation
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or obligation

FEDERAL
ADVERTISING AGENCY, INC.

5 East Thirty-ninth Street, New York

30 North Michigan Ave., Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CVIII

NEW YORK, AUGUST 7, 1919

No. 6

The Product That Goes Stale

How to Put New Life Into the Line That Doesn't Get Across

By Ray Giles

IN every family of products put out by one house, there exists, every now and then, an item which by all reckoning should be a strong "natural seller," yet for some reason or other goes slowly. No amount of probing seems to uncover a cause for the sluggishness with which sales on this item are made.

The manufacturer's intuition (which often senses the real possibilities of a product better than any amount of reasoning) leads him to persist in trying to put this "hard item" over. He simply knows that in some way or other, continued effort is bound to make this unloved piece of merchandise come into its own.

It is my purpose here to show some of the ways in which slow sellers of this kind have been quickened and brought into their rightful place as leaders of their line.

A western candy jobber related an incident to me recently which points out a broad moral.

The eastern manufacturer who supplies this jobber sent, some months ago, a new assortment of chocolates. Realizing the large possibilities of this package, the jobber asked his salesmen to make extra efforts on it. Results were far from satisfying. Finally one Saturday afternoon as the salesmen were going home, the jobber gave each one of them a pound box of these chocolates and asked them to circulate them among their families. He simply made a casual remark, that this assortment was,

in his opinion, the best value offered by the house.

Immediately afterward the sale of this assortment began to jump up.

The jobber made this point:

"A salesman tends to sell hardest that item in a line which appeals most to his own personal tastes. Often his own judgment will be radically different from that of the average customer.

"All of the employees of my house are allowed to buy candy at wholesale. As time had gone by, each salesman had tended to form a preference for a certain assortment and had ceased to experiment with the new items that were being added to the line. When this new box came along, practically none of the men tried it, and that was the reason why they were not selling it as vigorously as it deserved. Just as soon as we induced them to try the new goods, they found them so satisfactory that they communicated their own enthusiasm to their customers."

This points out one of the biggest reasons why a deserving product may often go poorly at the start. The salesman is not himself "sold" or fully informed regarding its merits and possibilities.

"A good salesman is always hungry for interesting information to hand out to his trade," one sales manager recently remarked. "If any one of our lines of products is going slowly, I make it a point to get some facts of special interest about those products and pass them on to the men.

"The result is that when the salesman calls on his trade, he is apt to think first about that item which gives him the best conversational opportunity. Knowing most about the slow-selling product he puts it first in his talk and of course, that's just what I want him to do."

The same plan may usually be extended to the trade. Some years ago I had occasion to call on a number of dealers to find out their attitude towards a certain line of goods. They volunteered information—but in almost every case their statements were far from accurate. It was quite evident that they were anxious to be able to talk intelligently about the goods, but not having received any real information, they accepted all the rumors that came to their ears and passed them on as facts. A condition of this kind is fairly common in many lines of merchandise, and again it suggests that the dealer as well as the salesman is hungry for real information which he may pass on to his trade. Very often items sell slowly because a manufacturer has not taken pains to keep his trade informed.

CUSTOMERS' INQUIRIES RIVETED SALESMEN'S ATTENTION

Another house, handling hundreds of varying products, found that each salesman tended, like the candy salesman, to sell most heavily the items which had the strongest personal appeal to him. In this case the merchandise was of a mechanical nature and the talking points about the different articles had relatively the same value. There were two products, however, which the manufacturer desired to sell in much larger proportions.

This house was advised to send a postcard to every customer once a week for eight weeks. The same kind of postcard was used for all the mailing. It bore simply the words, "Be sure to ask our representative about our V— and T—." And the salesmen were asked. They were asked so consistently that by the time the mailings were over they had formed the habit of talking those two items first!

Another somewhat related incident occurred in the grocery field. In this case the dealer stocked the "hard item" freely but did not sell it as extensively as the product deserved. The trouble was traced directly to the fact that the dealer and his clerks did not play up a certain unusual selling point when talking to the customer.

A series of lively, semi-humorous cards was devised which by picture and brief text dealt with this selling point. The salesman was given Card Number 1 and instructed to hand a copy to the proprietor and to each clerk as he left the store. On the following trip, Card Number 2 was similarly distributed. By the time the series had been given out in this way, the slow seller had begun to go in the way it should. Here it was simply the unusualness of the method that put over the "hard item."

In another case the name of the "hard item" was surcharged right across the face of the salesman's card. While the card was not always used, the salesman had a constant reminder that the house expected him to make a drive on that item and he framed his sale accordingly.

A rather unusual way of awakening the salesman and the trade to the possibilities of a "hard item" was discovered by the manufacturer of an article selling to women. The manufacturer realized that it would be difficult to get men thoroughly aroused to the value of this new item, so he decided to write to the wives of the dealers and the salesmen at their home addresses. His letter opened somewhat in this fashion:

"Dear Madam:

"Your husband will shortly be selling a new — which is now being manufactured for the first time.

"I am taking the liberty of writing to you because I feel that only a woman can truly appreciate the advantages of this new article. After I have described fully its merits, I would like you, if you feel so disposed to tell your husband how you think a woman will like it."

The letter then described the

The Town's Real Center

HERE in New York, or in any large city, a good many of us don't realize just what an important part the church plays in the life of the smaller cities and towns.

If you will visit the small towns of, say, New York and Ohio, as I did recently, you will see why, in all of them, the church is not only the religious center, but the social center as well.

There is a deep, strong interest in religion. Church attendance has shown a steady increase. The Sunday services are well attended. In Newark, Ohio, for example, a city of 30,000, one small church had 600 at the morning service I attended, and 400 at the evening service. And this was on the hottest day of the year.

The church members are intensely interested in their church organizations. They meet their friends there, and talk things over—the crops, household problems, the news, and what they have read.

The important men in the community may be found in their accustomed pews every Sunday.

These men are the leaders in their town, intelligent, progressive, prosperous—good Americans and good Christians.

It is to such men as these—and their wives and children—that 300,000 Christian Heralds go every week. In their homes, the Christian Herald is read with care and respect.

One of these men, who has a stock farm with some of the finest blooded stock in the country, said to me: "I like the Christian Herald because I know I can trust it. I read every word of it from the front cover to the advertisement on the back cover. It's a really big magazine that rises above the little quarrels of sectarianism. It gives me and my family what we want—the discussion of big questions, the current news, editorials, sermons, stories—from a Christian point of view."

The Christian Herald is a national, interdenominational weekly. It holds a place high in the confidence of the substantial American men and women who make the church the center of social and religious life in the towns of our country.

Graham Patterson

Publisher

The Christian Herald



article in detail. The success of this plan was unusual.

In this connection, I might say that many manufacturers have found that it often pays to cultivate the salesman's wife when the "hard item" is one that sells to women. A sample sent to her with a pleasant note is sure to cause conversation at that night's dinner table, and the salesman more quickly wakes up to the possibilities of the goods which he may have been slighting.

A SPECIAL DRIVE ON LAGGARD ITEM ONCE EVERY WEEK

A famous house which had tried many ways of putting over a "hard item" without success, finally resorted to an interesting experiment. The salesman was told that on every Thursday he would be allowed to sell only that article. The manufacturer would refuse any of his orders bearing Thursday dates which did not include the "hard item." While this method of procedure would not be so sound in every case, it worked out well in this particular instance. The salesman was allowed to accept orders for other merchandise but his whole selling talk had to be confined to the one piece of goods.

Another manufacturer temporarily cut down his production on the rest of his line and stepped-up his output on a "hard item." In this case the "hard item" was a perfectly satisfactory substitute in many cases for its brothers in the line. The salesman finding that he could not always promise immediate shipments on large quantities of the other items, naturally proceeded to sell hardest the "hard item," which could be had in ample quantities and a selling habit was thus established which in the long run benefited the trade, the salesman, the house and the manufacturer himself, for the "hard item" was then given its chance to show that in reality it was destined to become the best seller of the whole line.

In many cases it is entirely fair to accept no orders unless the "hard item" is included and a change to this policy has often been the turning point.

Sometimes an article will be found a slow seller because of some one feature of its construction which is new to the customer or trade. In this case it may often be wise to re-design the product, but frequently the new feature is an advantage instead of a disadvantage. On discovering this condition, one manufacturer first convinced his salesmen that the point of difference in a certain article was actually a point of superiority. The salesmen were then instructed to open up their talk with the discussion of the advantages of this feature. Taking the bull by the horns in this way put the "hard item" over.

HERE SPECIAL SAMPLING DID THE TRICK

I heard the other day of a manufacturer who was doing double sampling to put over a "hard item." In his field it was said that no new product has ever been put over unless it was first sampled from house to house. This time the manufacturer is taking a double shot. After delivering the first sample, his crews are instructed to go around again with the second one.

This recalls the fact that while a manufacturer may never have indulged in sampling, he may find that it pays in the case of a "hard item" to break a precedent.

Some of the other methods of livening up slow sellers are:

Concentrating the advertising temporarily on the "hard item."

Supplementing the regular advertising with special advertising devoted entirely to the "hard item."

Special discounts to trade.

Giving the "hard item" the advantage of extra attractive containers, colors, weaves, etc.

Special commissions to the salesmen.

Prize offers for salesmen.

Premiums given with a "hard item."

Enclosing printed slips about the "hard item" in the other packages put out by the house.

Special window trims.

Special signs and folders for the dealer.



OUGHT to get good and husky for the football season raking after hay load. Thought I knew something about work until they put me up in the eaves with a fork to mow away. Bet I lost ten pounds, easy. Made up for it when I came down, though.

Gramp said Gramma complained at the way the grape juice and lemonade and ginger water seemed to evaporate. Kept her busy filling the jugs and pitchers, and me running back and forth with 'em. Gramp said so long as I was going to carry them, would I mind fetching just a little in the original containers. Suppose he meant the jug instead of me.

Gramp has a tractor that hauls two mowing machines at once. I wanted to ride it, but there was nothing doing. He said an old-fashioned rake was good enough for him when he was a boy, and the present generation could use the same.

At that, I put one over on him, because once when they stalled and had a pile of trouble with it and couldn't find the reason, I located it all right, and fixed it in a jiffy. Gramp chewed a piece of hay pretty fierce and said it would be a quarter in my pocket to give John, the hired man, a lesson in motor mechanics after supper.

But I made it half-a-dollar.

Billy Byer.

(Continued in *Printers' Ink* of August 21)

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World"

The only thing old-fashioned about the modern boy is boyishness. Otherwise he's up to-the-minute in every particular, doing things with a youthful enthusiasm that is eternal.

Five hundred thousand active, bright American boys keep abreast of the march of time each year through

the pages of *The American Boy*. The advertisers now reaching these boys—and their families—through this medium keep in line with America Developing. They develop for themselves a rich present market, a market that offers a gilt-edge "long term" investment in sales security.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(MEMBER A. B. C.)

Branch Offices: 236 Fifth Ave., New York

1418 Lytton Bldg., Chicago





What's in a lump of Coal?

ENGINEERS have found that 43% of the coal used by the average industrial plant fails to produce power.

The United States Fuel Administration reports that 25 to 50 million tons of coal could be saved every year by *correct operation* of steam power plants. In one factory coal consumption was reduced 34% by introducing *better methods*.

Every lump of coal contains a definite amount of fuel value. How much of this fuel will *actually be made to count* in power—in finished products—in profits? How much of it will be *lost*—up the chimney—into the ash-pit—or by radiation?

Questions like these are to-day waiting to be answered in all phases of industry.

In advertising, as in fuel, the big problem is to get *maximum results* at the *lowest cost*.

Each manufacturer, each business man, who uses advertising must ask himself "Is every dol-

lar I spend for advertising bringing full returns in sales or good will?"

Sheer weight of advertising is bound to produce *some* effect. Like coal, advertising is a basic industrial force that always has at least partial value—no matter how wastefully it is used.

But the real test of advertising is the degree to which it guides human decisions. To get maximum results a central selling-thought must be developed and forcefully presented in every advertisement. The text and the illustration must both unite to strike one definite response in the mind of the reader.

Four years ago a manufacturer was advertising a new product and using a sample and coupon system. The average cost of each inquiry was \$3.50.

Then, by changing the whole plan of advertising—by adopting a sound appeal based on careful study of the market—the cost per inquiry was suddenly reduced from \$3.50 to \$.03.

With this new advertising sales increased astoundingly. To-day the firm's total business is twenty times greater than four years ago.

During this time the J. Walter Thompson Company has had the privilege of developing sales and advertising plans with this manufacturer. At our offices in New York, Boston, Chicago, Detroit or Cincinnati we will be glad to discuss your special problems in getting *full* results from every unit of advertising.



J. WALTER THOMPSON COMPANY

New York

Chicago - Boston - Detroit - Cincinnati

A drastic method, which is sometimes necessary, is to send out additional salesmen, specially trained in the selling of a "hard item." This is advisable only as a last resort as it is a procedure apt to break down the morale of the sales force unless carefully employed.

One sales manager told me that in resorting to this expedient, he managed to take the sting out of it. He called the salesmen together and told them that in spite of their discouraging reports on the "hard item" he knew it had a big possible market. He gave them fair warning that unless results began to show within a certain time he would have to send out two or three new men who would sell nothing else. The regular sales force would draw lots to see which of them would have their territory thus invaded.

It proved necessary to resort to this expedient, but the whole situation had been handled in such a man-to-man fashion that there was no hard feeling. Indeed there was quite a little laughter as the men drew lots to see which of them would have the special salesman go into their territory.

The special man began to sell the "hard item" very quickly and seeing it actually done converted the regular sales force who immediately began to do likewise.

That is one of the queer things about a "hard item" or a hard sale of any kind—we must so often see it done before we will believe that it can be done.

One immense corporation could never convince its men that sales could be made in carload lots until one salesman did it. Directly the first carload sale was made, the salesmen almost to a man proceeded to get the carload habit.

All of which may serve to indicate that "hard items" usually aren't such stickers after all.

"Lumber" Has West Coast Office

A West coast office has been established by *Lumber*, St. Louis, in Seattle, Wash., under the management of E. W. Federer, who was recently a lieutenant, U. S. Marines.

"Sweetheart of the Corn" Back With Kellogg

The "Sweetheart of the Corn," which for some time has been missing from the advertising of the Kellogg Toasted Corn Flake Company, has come back. The smiling face of the "sweetheart" with some new embellishments is appearing in the new magazine and newspaper copy being placed by the William H. Rankin Company for the Kellogg company. Experiments are said to have proved that the "sweetheart," in addition to being pleasing to the eye, is also a good puller of business.

Hugh McVey Starts Wichita Agency

Hugh McVey has resigned his position as advertising counselor of the Capper Publications, Topeka, to organize the Southwestern Advertising Company of Kansas, at Wichita. He will be affiliated with the company of the same name at Oklahoma City and Dallas.

Will Direct Own Sales of Merode Underwear

Winship, Boit & Co., Wakefield, Mass., makers and owners of "Merode" and "Harvard Mills" underwear, will assume personal direction of the sales of their brands after January 1, 1920. A New York office, sales and stockroom will be established.

Thompson Gets American Writing Paper Account

H. W. Alexander, assistant to the president of the American Writing Paper Company, Holyoke, Mass., has announced that the company's national advertising is to be handled by the J. Walter Thompson Company, New York.

Cleary Is Cadillac Sales Manager

John Cleary has been appointed advertising manager of the Cadillac Motor Car Company, Detroit, succeeding Leo Burnett, resigned. Mr. Cleary has been connected with the Automobile Sales Corporation, Philadelphia.

Troy Account for Manternach

The Manternach Company, Hartford, Conn., has taken over the advertising account of the Troy Foundry and Machine Company, Troy, N. Y., and will place copy in national mediums.

"Oil News" Appoints Advertising Manager

Raymond Shaw has been appointed advertising manager of *Oil News*, Chicago.

It's Economy
to reach all the family
with one periodical.



The above illustration is not an imaginary family. It is the typical *Youth's Companion* unit, drawn from accurate information from thousands of families.

**THE YOUTH'S COMPANION, *For All the Family,*
BOSTON, MASS.**

New York Office: 1701 Flatiron Building
Chicago Office: 122 So. Michigan Boulevard

Mexican Government Buys Advertising Space In U. S. Publications

Opens Experimental Campaign to Counteract What It Deems Hostile Propaganda

THE Mexican Government has begun a campaign, which is as yet tentative, to counteract through paid advertising in U. S. publications what it regards as propaganda against it.

So far only two mediums are being used. One is a New York daily newspaper which devotes considerable attention to Latin-American affairs. The other is a New York radical weekly which has been carrying a series of articles by an American writer who recently made a trip through Mexico. The same advertisement is used in both cases.

The latest one is as follows:

"THE TRUTH ABOUT MEXICO

"A TIMELY WARNING

"The American people are falling insensibly into the tentacles of a Gigantic Octopus, which camouflages its activities under the most variegated guises.

"Associations for the Promotion of Trouble between the United States and Mexico are in full activity. So-called Philanthropic Personages use large sums of money, periodicals and newspapers, palatial offices and propaganda agents. They say that their only desire is to help to regenerate Mexico, to re-establish guarantees there, and to give the Mexicans a stable government. They do not ask anything for themselves. . . . All for the sake of oil!

"To attain their purpose, they capitalize everything, even to the extent of human lives!

"In the meantime, Mexico works and waits, offering an ample field to those men of good will who, with their capital and skill, go there to develop the natural resources of the country.

"Information regarding Mexican commercial, financial or statistical matters can be obtained by addressing Financial Agent of the Mexican Government, 120 Broadway, New York. Department A."

The Mexican Government's advertising plans are as yet experimental, according to Dr. Alfredo Caturegli, financial agent of the Mexican Government, who has headquarters at 120 Broadway, New York. He is handling all advertising matters direct from his office.

"Our plans are simple," he said, to a representative of PRINTERS' INK. "We aim to place before the public through the advertising space which we buy, facts, information and figures about Mexican affairs and about the operations of the Mexican Government.

"Such advertising as we are doing is not for the purpose of propaganda. The information, which we intend to give will be commercial and financial—not political. We wish to make it plain that Mexico has no hostility toward American capital and skill which comes to us in a spirit of good will.

"Neither is our advertising to be taken as controversial. We are not trying to fight back. We are simply experimenting. I cannot say at present how far our advertising will be extended. Space in high class American publications is costly, and at present we have not the means at hand or the organization with which to undertake an extensive campaign. So far we have had good results. Letters are coming in from many sources indicating that our advertisements have aroused interest. These letters mostly ask for information of a business nature, and this we are glad to give."

The Mexican experiment is one of the added cases on record in this country in which a foreign government has resorted to the purchase of advertising space to make an announcement or to present its point of view.

Has "Grapico" Account

The Chambers Agency, Inc., New Orleans, is managing the advertising of J. Grossman's Sons, New Orleans, manufacturers of "Grapico," a beverage.

This agency recently added Fred I. Myers to its staff. He has been advertising and sales manager for Christy Reuter, New Orleans, a mail-order seed house.

Maybe you
can keep in touch
with the world's
activities
without reading
The Outlook
every week—
but it's costing you
a lot
of time and effort
that The Outlook
is made to save.

Not a large-space campaign,
but we seem to be hearing
from it.

THE OUTLOOK COMPANY

381 Fourth Avenue, New York

122 S. Michigan Blvd.
Chicago, Illinois

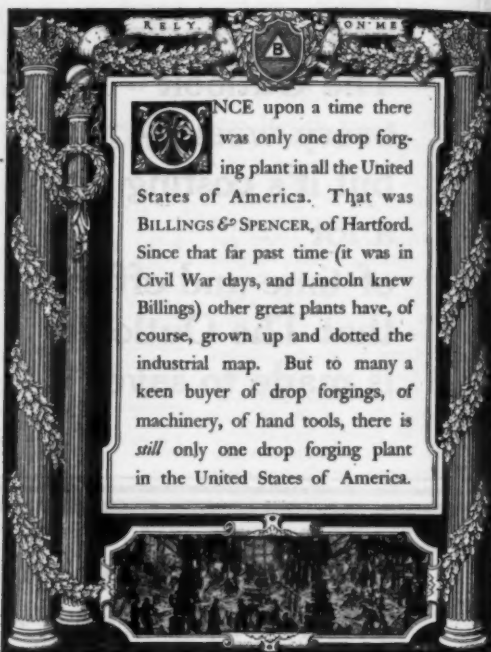
TRAVERS D. CARMAN
Advertising Manager

6 Beacon Street,
Boston, Mass.

Collier's


THE NATIONAL WEEKLY

Collier's



RELY ON ME

ONCE upon a time there was only one drop forging plant in all the United States of America. That was BILLINGS & SPENCER, of Hartford. Since that far past time (it was in Civil War days, and Lincoln knew Billings) other great plants have, of course, grown up and dotted the industrial map. But to many a keen buyer of drop forgings, of machinery, of hand tools, there is *still* only one drop forging plant in the United States of America.



More Than a Million a Week

Billings & Spencer and Collier's

*"The oldest drop
forging plant in
America" has used
more space in
Collier's than in any
other general publi-
cation.*

Collier's **THE NATIONAL WEEKLY**

J. E. WILLIAMS, *Advertising Manager*

52 *Year*
More Than a Million a Week

About Baltimore and The Baltimore NEWS



No, this isn't Nassau St., New York, but Lexington Street, Baltimore. The store of women's shops looking west from Charles.

HOWEVER much conditions may vary in other cities of the country, in Baltimore the dominating medium is an afternoon paper, The Baltimore NEWS. That this domination is sharply defined, decisive and beyond the mere juggling of figures to dispute is proven by the fact that The NEWS is gaining more total paid advertising each month than any other Baltimore newspaper. Likewise, The NEWS carries more display advertising than any other Baltimore paper.

¶ In circulation, The NEWS has made larger gains the last year, 2 years and 3 years (comparing Government figures for the six months ending March 31) than all the other papers in Baltimore put together, Daily and Sunday combined. Out of 116,000 homes in Baltimore, 90,000 are occupied by white people who speak English. Out of a total circulation of over 100,000 net paid, The NEWS is selling 87,500 copies in Baltimore City every day, thus covering the city to a greater and more thorough degree than any other Baltimore paper or combination of papers, allowing for the extent to which combinations foster duplication and waste circulation.

In support of these claims we offer detailed statements showing the lineage and circulation of ALL the papers in Baltimore for the periods covered. A copy will be sent you on request to

The Baltimore News

Over 100,000 net paid Daily and Sunday

The News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Dehydration Advertising to Change National Menu

Kings Food Products Company to Invest \$200,000 in Advertising Dehydrated Fruits and Vegetables

By J. L. Langer

Farm Editor, *Oregon Journal*, Portland, Ore.

AN advertising campaign which may cause a change in the national menu is to be backed by an Oregon company which dehydrates fruits and vegetables.

It bases its belief in its success on two facts: first, the change brought about in the contents of the national breakfast table within the last few years. There was a time when most of us ate heavy foods for breakfast. Nowadays we demand fruits like oranges and grapefruit and cereals put up in packages—largely because of national advertising.

Secondly, the fact that the Government, during the war, gave what amounted to an endorsement of dehydration by large purchases of dried fruits and vegetables and by encouraging housewives to investigate dehydration processes.

The Kings Food Products Co. of Oregon has \$200,000 to put into advertising for the purposes of educating the public as to the merits of its dehydrated fruits and vegetables, and has a plant and equipment worth more than \$1,500,000 to back it up.

The advertising appeal will be directed chiefly to the average American housewife and mother—to the woman who likes to see her family well fed and who knows, or who can be readily made to appreciate, the value of fresh-flavored fruits and vegetables on the table all the year round.

The dehydration process is not new. It has been resorted to by primitive peoples in all ages. The Esquimaux has his pemmican, which is simply dried meat, and the Congo native uses dried fish as currency.

It is said dehydrated products treated by modern processes were first tried on an extensive scale

by the British Government which bought them for its soldiers in the Boer war. A surplus remained. Eighteen years later, when the world war broke out, these products were taken out of storage, it is asserted, and found to be entirely palatable.

The preserving of certain fruits and vegetables by extraction of the water has been carried on from time immemorial. The earliest known process—that of sun-drying—is still one of the ideal methods of conservation. This, however, has its disadvantages. Not all fruits and vegetables can be conserved by sun-drying. Action of the sun frequently causes sugar to form, so that after the product is packed in cartons it has a tendency to crystallize and present an appearance of mildew—unattractive and uninviting to the consumer.

Mechanically dried fruits, with which the market is largely acquainted, are obtained by passing a hot air wave over the material to be dried. The air, however, heated from 140 to 190 degrees, has a tendency partially to cook the product during the process of evaporation, making the absorption of moisture difficult. This process has never proved satisfactory.

CLAIMS FOR THE PRODUCT

In the dehydration process with which we are concerned a draft of air of comparatively low temperature is drawn over the material, similar to the action of the wind. The low temperature prevents crystallization, premature cooking, or the breaking down of the outer cell formation. From the air current all the moisture is extracted before it comes in contact with the material.

The claims made for the dehydrated product by the Kings Food Company are:

First, that its natural structure being perfect, upon being soaked in water, the product will readily absorb the amount of water or moisture it originally contained.

Second, that because it is only the water which is abstracted, the fruit or vegetable returns to its natural size and color and retains the flavor and healthful properties of the freshly gathered product.

Third, that in and out of season fresh fruits and vegetables are thus made obtainable.

Fourth, that properly cared for, the product will keep indefinitely.

Fifth, that a fundamental problem of economic distribution of fresh fruits and vegetables has been solved because cooking is not necessary to preserve, and the dehydrated sells relatively cheaper than the canned product; the dehydrated product being from 200 per cent to 2,000 per cent lighter than the fresh or canned product, an enormous saving is made in freight and carriage.

The company contends that in the case of canned fruit, especially such delicate fruits as peaches, pears, apricots and products which must be peeled before they can be canned, it is necessary to pick the fruit before it is quite ripe; also that canned fruits and vegetables are preserved in sugar or some other substance.

In dehydration, the fruit or vegetable must be ripe before gathered and the product dehydrated only when it is actually in the same condition as it would have to be in were it to appear on the table as a dessert or uncooked.

SAVING BY DEHYDRATION

The savings in labor and transportation made possible by a dehydrated product is said by the company to be enormous. Apart from the fact that the weight of the can is substituted for a carton, the following partial list showing the number of pounds of fresh fruits and vegetables required to make one pound of dehydrated is of interest:

Apples	10
Apricots	5
Cherries (Pitted)	5
Pears (Peeled)	8
Peaches (Peeled)	10
Strawberries	8
Beets	9
Stringless Beans	10
Cabbage	12
Carrots	10
Celery	20
Onions	10
Potatoes	6
Tomatoes	15

The company feels sure of the merits of its products. The question it is seeking an answer to through advertising is this: Can American families, accustomed as they are to easily prepared foods and quick service, be taught to use dehydrated foods, which require a longer time for preparation?

The Oregon concern believes they can. It believes wives and mothers can be appealed to on the score of economy and of appetizingness, and finally on the score of healthfulness. It believes that the desire for time- and trouble-saving and for quick service can be offset by emphasizing the body's need for fresh fruits and vegetables. It will not bother about the "cliff dweller" in city flats and apartment houses—it knows they are "sold" to prepared foods. It will seek the interest chiefly of those American families, 52 per cent of which lives in towns of 2,500 population or under or in rural communities—the kind that believes in plenty to eat and a wide variety of it.

The loss of weight and bulk in dehydration is also expected to appeal most strongly to campers, railroad companies, shipping companies and the commissaries of great industries far removed from the centres of civilization.

Circumventing a Street-Car Tie-up

During the street car strike in Chicago last week which kept thousands of shoppers away from the downtown district, the big department stores advertised for telephone customers. Special arrangements were made to facilitate shopping by telephone. Many concerns offered to send goods on approval either to cash or credit customers. It was rather an expensive method of selling but was resultful and satisfactory so far as volume went.

Advertising Claims That Hurt Production

What Happens When the Factory Gets "Swelled Head"

By S. C. Lambert

SUPPOSE that the head of the business should go several times a month to his bookkeepers and say: "You men are just about the finest bookkeepers in the world. The stuff you put over is certainly tremendously clever. I don't think there are any other bookkeepers like you in the world!" Naturally everyone would expect those bookkeepers to swell up like poisoned pups and soon become utterly worthless.

We needn't even mention what would happen to a crew of salesmen if, instead of the constant stimulant to increased effort, they got a series of picturesquely laudable bulletins telling about their sterling worth, or if the house took to telling through the papers about its fine sales organization.

But on account of the very nature of business, while the line may be absolutely put across and into its position of great dominance largely through the drive behind its selling methods, that must always be kept far in the background, and the thing which must be played up is the product, and the way it is made and the skilled workmen who make it.

Now, put yourself in the factory of the average concern that advertises, and stop and listen. You will find that the heads of the production department are put under most amazing temptation to lose their heads simply because month after month and year after year they hear the sales department and the advertising department laud them to the skies.

It would take a man built on the plan of a concrete block or a stick of hickory to stay immune from more or less of a state of inflated pride when he has it told over and over again that he is the very acme of perfection so far as the art of production is concerned.

That in brief is what happened in a certain factory. For obvious reasons we cannot mention its name, but that is immaterial. What counts is that this problem is a live one in a good many concerns.

TOO GREAT CONTENTMENT A DANGER

Here is the way it develops: Take a small, compact organization in which the production department works right close to the selling and advertising. There is steam and energy and driving power and the factory gets off to a good start. The selling end naturally talks up the product, and that calls for strong endorsement of the methods of manufacture, and the men who make the product. The sales climb steadily. Maybe that is due as much as anything to the selling ability of the sales force, but the better the sales force the more strongly it talks up the factory and its goods and submerges its own identity.

Then as business begins to come more easily and people get to demanding the product, there comes over the production end a feeling of confidence—a sort of admission on its part that when it comes to making the product, there is nothing left to be desired.

Now, being a live, aggressive concern, its selling end is naturally constantly on its toes, and any complaints are taken much to heart. When the business was beginning, the production department would also take those complaints seriously and work hard to overcome defects. But with things coming easily, there comes over the production department a sense of bored intolerance, and a feeling that such complaints are caused by people who want to "knife the line" or from people who are just petty. And there develops a sort of sense of supe-

riority, a "holier than thou" feeling, engendered through the fact that the production department has let the advertising copy and selling talk get "below the skin."

When you stop to think, this feeling is nothing new and original. It is simply the twentieth century version of the happy Roman custom of the Consul getting unduly puffed up over his exploits, and taking too much unto himself the applause of the multitude. You will recall that history explains how the Roman senate provided the victorious Consul with a slave, who, during the Triumph, was hidden down out of sight in the bottom of the Consul's chariot, and whose duty it was constantly to remind the Consul that he should not take himself too seriously.

There is always a great danger of a house developing such a feeling of superiority, possibly deserved at that, that it in the end warps its outlook on the market and lets it become stagnant and soft, and off its guard and ready to be overthrown by some newer, liver concern which is not overlooking any chance to make better goods, and has its ear constantly to the ground to sense the trend of popular demand.

This recalls the case of a factory making a grocery store staple which ran its business up from nothing to a matter of some two million a year. For years it was known as an aggressive, wide-awake concern. Go into its offices and its factory now and you feel that it is still a large business, but you feel, too, that that sense of being a "regular concern" is sticking out all over it and if you go a little further and visit among the trade you'll find dealers speak of it as a house that "came up fast, but is stuck on itself." A younger, more aggressive comer is gradually taking its business away.

Especially is this sense of indifference noticeable in the way a house handles complaints. Let the average production department hear the same stock complaints for a year or two or longer and it becomes hardened to them.

Unless the man responsible is very, very human and wonderfully patient and well balanced, he will come to the point where he merely tolerates these complaints with a sense of personal superiority and gives the complaining customer the feeling that he is being looked down upon.

Now, possibly the production department has heard the same complaint 3,999 times before and possibly it is not a just complaint, but something which is very easily set right, and probably caused by a lack of thought on the part of the consumer.

But whereas at first, these complaints were taken care of thoroughly and promptly, after a time they are treated as a matter of course. The house becomes bored and indifferent. The production department becomes "case hardened" as it were. We must always remember that Kicker Number 4,000 is not in any way interested in the fact that 3,999 have kicked on the same thing. To him the complaint is a new, original and very personal thing, and he wants it to be taken care of not in a haphazard but in a very serious and individual manner.

But when the production department has been praised to the skies through advertising and selling talk and, being only human, lets that praise go to its head, then it shows itself susceptible to one of the diseases common to the variety.

That is why one very shrewd head of a house who has his selling problem delegated to one group, and his production to another while he sits back and steers the machine, makes it a point to bring home quite frequently the fact that a production department, no matter how good it may be or how well it may deserve what is said about its work in the advertisements, ought to look upon all that not so much as a compliment on its own ability as a goal which is being set for still greater efforts. He keeps impressing it with great persistence because he doesn't want any part of his business to slow down.

Philadelphia

is the greatest building and loan centre in the United States

PHILADELPHIA BUILDING AND LOAN LEADER

Greatest Loan Centre in Country, Convention is Told.

Philadelphia is the greatest building and loan centre in the United States.

This statement was made by W. R. Adair, president of the Omaha Building and Loan Association, addressing the annual convention of the United States League of Building and Loan Associations, now in session at Detroit.

He said that since the B. and L. plan had been transplanted to the United States in 1831, Philadelphia had developed this method of thrift to a greater degree than any other community. As the result, Mr. Adair pointed out Philadelphia enjoys the proud title of "The City of Homes."

He praised the proposed Federal building and loan bank system, and said it will provide ample means to meet building demands and also result in uniform legislation for building and loan associations in making B. and L. savings tax free.

Representatives of numerous associations in this city are at the convention and some will read papers. It is also expected that Philadelphians will be candidates for high office.

There are approximately 7300 B. & L. Associations in the United States, of which 1200 are in the City of Philadelphia, with assets exceeding \$180,000,000.

Philadelphia now has 392,000 separate dwellings.

The North Philadelphia Tenants Protective Association will erect 6000 dwellings at once.

All previous building records for July in Philadelphia were broken last month by an aggregated completed construction value \$6,281,930 greater than for any previous July.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

*Net paid average
for July*

455,112

*Copies
a day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

A National F



The progress of modern diversified farming has transformed agricultural America from

a group of zones, each with different crops, different methods and different conditions to one great national zone in which all farmers stand on an equal footing and do things in much the same way.

The corn belt has passed, for corn is grown everywhere; Texas is no longer a cattle State—it is a State of all 'round farms; the South has gone in for diversified farming and stock raising.

The Federal Farm Bank system has emancipated the farmer from dependence on eastern, or any other, financiers. He no longer pays 12% interest;

SPENCER, IND.

FarmLife

1 Farm Life

he is no longer from year's end to year's end in the bondage of debt to the supply store. Agricultural colleges and county agents have standardized as well as improved American farm methods and American farm life.

Farming has been nationalized. The things that the farmers of one section buy, farmers buy everywhere.

Sectional farm papers were the logical mediums when the old conditions prevailed. The farm paper of the present and future is the paper of general circulation.

Farm Life with 600,000 farm subscribers guaranteed after September 1, is one of the three leading farm papers. The page is 450 lines. Dominant space costs less

JOHN M. BRANHAM COMPANY

Special Representatives

New York Chicago Detroit St. Louis Atlanta

SPENCER, IND.
Farm Life

FIRST

The Daily News, in the first six months of 1919, gained more individual want ads (by count) than all the other Chicago want ad mediums combined, daily and Sunday; and more classified advertising (by measurement) than any other Chicago newspaper, daily or Sunday, or daily and Sunday combined. The figures:

	Gain in Lines	Gain in Ads.
The Daily News.....	551,690	69,251
Daily Tribune.....	293,046	20,019
Sunday Tribune.....	224,874	17,530
Daily Herald & Examiner....	5,493	4,361
Sunday Herald & Examiner..	70,918	2,626
Excess of The Daily News in ads over all the other papers combined		24,715
Excess of The Daily News in lines over the next classified medium, daily.....	258,644	
Excess of The Daily News in lines over the next classified medium, daily and Sunday..	33,770	

The Daily News in the same period published more individual want ads (by count) and more classified advertising (by measurement) than any other Chicago newspaper, daily or Sunday. The figures of the recognized want ad mediums are:

	Agate Lines of Want Ads	Individual Want Ads
The Daily News.....	2,505,795	503,967
Daily Tribune.....	2,367,619	385,904
Sunday Tribune.....	1,350,584	201,581
Daily Herald & Examiner...	484,218	70,192
Sunday Herald & Examiner..	270,036	22,874
Excess of The Daily News over the next classified medium..	138,176	118,063

THE CHICAGO DAILY NEWS

First in Want Ads

Putting Across a Guarantee by Country-Wide Newspaper Advertising

How American Ever Ready Works Gets an Overworked Word Believed

By R. L. Burdick

CAN a guarantee be advertised successfully to-day! Before showing how one company is answering that question affirmatively, let me picture the "guarantee" situation as it stands in the field of advertising.

In the dog-eared thesaurus of most advertising writers you will find the word "guaranteed" listed along with fifty others like "superior, excellent, best," etc.—those time-worn adjectives which are banned from the "pep and ginger" class.

The pristine vigor of its punch has become the feeble, gouty effort of senility. The word has been worked to such a state of exhaustion that it is usually considered to be only the last crutch of the scheduled-harried, adjective-snatching copy writer.

Many factors besides over-use have brought this once-regal word down to the frayed-cuff stage. Chief among these has been the indiscriminate use of the word without regard to its actual meaning. All too many advertisers—not the good ones, however—have employed it merely as a descriptive term without any service to back it up.

Another thing that has helped put the polished runners under this word has been that no tangible evidence, documentary or otherwise has been offered by most advertisers to back up their claim. The buyer wants a "seeable" guarantee that he can carry around and play with—not that he ever uses it, but he *wants* it just the same.

Again, the usual run of guarantees are manufacturers' guarantees—promissory notes, so to speak, on the treasury of the companies' good will. If the pros-

pective purchaser knew little of a firm's standing, its guarantee carried little weight. And usually, too, the guarantee has not been made of the article's *quality* but of the company's readiness to make good in case the article fails—a negative argument from the start.

Finally—like the woman who claimed that she never borrowed her neighbor's kettle and that it had a hole in it when she borrowed it, anyway—a product good enough to be guaranteed generally doesn't need a guarantee to sell it. No amount of lily-decorating can add to recognized quality.

This was the situation faced by the American Ever Ready Works when it was decided this spring to feature their guarantee in the country-wide newspaper advertising campaign on their storage batteries for automobiles.

This selling argument was not chosen at random, but in response to a ready-made market for just the idea. Because of the very nature and limitations of storage batteries—even to-day—the car owner who buys a battery jumps at the guarantee—a good guarantee.

An automobile storage battery is most valuable when it can be forgotten. The less the owner has to think about his batteries the happier he is. When he does have to recall its existence, when it refuses to turn over his engine, feed his headlights and ignition, he usually thinks strongly—and vociferously—especially if he's forty miles from the nearest garage.

ADVERTISING NOT TECHNICAL

There are a number of diseases to which storage batteries are subject which require much technical

explanation to make clear. To go into the electrical and chemical details of battery engineering in an advertisement of this kind to prove this battery better than others would require too much space, and such advertising would not get across.

Most motorists lack sufficient technical knowledge to appreciate the finer points of such an argument. They care little about grids, electrolytes and separators. What they want to know is, "Will



The Government Guarantees the Quality of Meat

The inspection stamp guarantees it free from disease. The Government proves its faith in the quality by giving it this mark.

You can enjoy your motoring without experiencing breakdowns of your starting, lighting, and ignition service if you have the EVEREADY Storage Battery.

Its Guarantee of 14 years satisfaction is its makers' proof of their faith in the ability of the battery to make good. And they know.

Ask at any EVEREADY Service Station for facts about the battery that's proof against ruthless substitution—the EVEREADY.

These Stations are located everywhere—to give motorists expert battery service—there's one in your neighborhood.



ANYONE IS ABLE TO UNDERSTAND "GUARANTEE" BY MEANS OF THIS ASSOCIATION OF IDEAS

it work?" And when, after an experience such as that suggested above, they buy a battery to replace the one that has given out unexpectedly, they need a definite, "see-able" insurance policy to give them confidence in the new one and to protect them from being "let down" hard again.

It is to meet just this situation that the Eveready guarantee was planned. This make of battery is sold almost entirely for replacement; the manufacturers have concentrated their sales efforts in this direction rather than toward selling batteries to the auto manufacturers for original equipment.

The guarantee takes the form

of a definite year and a half pledge of good service and freedom from permanent sulphation, which is printed on a handy card, with spaces for entering the type of battery, its number, and date of sale by the dealer—visual evidence of the faith of the company in its product. The Eveready service stations, which are the "dealers" in this instance, find this tangible insurance policy an excellent sales clincher.

Of course, behind this guarantee there is not only a sound product, but also a real service of inspection, testing and repair which is explained to the battery buyer.

MAKING PLAIN THE MEANING OF "GUARANTEE"

It will be obvious from this explanation that as the whole fabric of Eveready selling hangs on the guarantee, this must be featured throughout the advertising. The problem remained to get the guarantee over strong, to take it out of the usual run of guarantee advertising, to avoid the pitfalls previously mentioned, and to stamp the words "guarantee" and "Eveready" together on the mind of the motorist—who, by the way, is one of the most advertised-to persons living.

The first step decided upon was to choose a number of common and historical guarantees which even a child would recognize at once as examples of good guarantees. The illustrations, captions and first paragraphs of the advertisements were then prepared to exploit these guarantees. Some of the headlines are: "The Sterling Mark Guarantees the Fineness of Silver," "Grade 'A' Guarantees the Quality of Milk," "The Pilgrims Guaranteed Religious Freedom," "The U. S. Guaranteed the Independence of Cuba" and so on.

The copy was woven to fit the guarantee into the same class as these standard pledges, and this guarantee is explained not so much as the maker's promise to make good on any battery falling short of standard, as their faith in the battery's ability to make good.

The emphasis is placed on the "everlasting goodness" of the battery rather than upon the manufacturing facilities and methods which make it so. In fact, the theme throughout aims to make the battery guarantee itself. This gets around the hackneyed "We guarantee" idea which has lost its force through too frequent use.

The introductory paragraph of each advertisement deals exclusively with the familiar guarantee. This leads the gun-shy autoist into the text before he knows it. But to prevent the unwary reader from feeling that he has been fooled into reading something, he is given a subtle warning of a change in thought by a change in type from italic to Roman at the point where the battery story begins. For instance, the text featuring the life-insurance guarantee runs thus:

You have to be healthy to get life insurance. But once having it, you're sure of your loved ones' comfort.

So with the Eveready Storage Battery. It has to be healthy—to be able

to give you reliable service—because its makers insure you against trouble with it by a written Guarantee. They couldn't otherwise.

Once having it, you are certain of the comfort of perfect starting, lighting and ignition service in your car.

Although the copy is short, the same words and terms are used in discussing the battery guarantee as are employed in explaining the other guarantee. This binds up the two even more closely and clinches the association of idea. The "sturdy qualities" of our Pilgrim Fathers are mentioned and the "sturdy qualities" of the battery are made parallel by the use of the same terms.

The sponsors for these advertisements believe that this method of treatment carries the association farther than the mere establishing of favorable background for their sales story. It goes beyond the simile stage used so skilfully by "Lucky Strike" and others. The copy in this series is planned to make the mental link-up so strong and permanent as to

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

cause the sight of any one of the familiar guarantees to recall the guarantee automatically. Thus, the morning bottle of milk will be a daily reminder of this battery.

To meet the need for tangible evidence of the guarantee, the tail-piece of each advertisement of the series shows an illustration of the battery backed by a facsimile of the guarantee card which is given each purchaser. This is considered to be stronger than the usual seal-and-ribbon mark of quality and, by its constant repetition, to stamp the ideas of "battery" and "guarantee" more firmly on the reader's mind by the *visual* association—pictures leaving a stronger impression than words.

Finally, to fill in the background of the guarantee, the service rendered by the Eveready service stations is set forth in the last paragraph of the copy. This is mentioned in some cases as an additional safeguard—a sort of super-guarantee—which makes both the manufacturer's promise and the battery's ability to deliver the goods an assured thing.

Every one of the adverse factors affecting the exploitation of a guarantee in advertisements is completely overcome in this series by a careful pre-analysis and planning.

Banking on Boys' Interest in Baseball

QUICK to sense the revived interest in baseball, national and local advertisers have of late hooked up their business and publicity to the national pastime in a manner worthy of comment.

L. Strauss & Company, of Indianapolis, who sell clothing for males of every age, turned the baseball fever to good account recently, when they secured Hill and Gossett, star battery for the Indianapolis American Association Club, for an hour's session, not on a diamond, but actually in the boys' shop of the big establishment.

An orthodox 60-foot space was arranged in the store for the work of the baseball experts. A net was placed back of Gossett, to take care of any wild pitches that Hill might loose. Additional space was provided for the audience just back of the improvised pitcher's slab. Here Hill, one of the few baseball players of any prominence who wear spectacles while working, showed scores of eager lads just how to grip the ball for the various curves he threw.

The baseball session was advertised under the company's usual heading of "Strauss says." In this instance, Strauss said, "A baseball party for boys of any age. Hill and Gossett, of the Indianapolis Indians, will give a demonstration of their famous work in our boys' shop on Thursday, July 24." Pictures of the two players were used in insets.

A satirist might find a bit of pleasure in the fact that on the day before Hill was to perform he was knocked out of the box in one inning by the Kansas City club. Strauss & Company, however, reported that the audience was lessened in no degree by this untoward event. They believe that the affair was successful beyond all outward signs. The youth were interested, they argue, and so were the mothers, who in most cases accompanied their offspring. As the mothers do the buying for husbands, as well as sons, the clothiers regard their little speculation in baseball as a distinct coup, and one which will yield dividends in the future.

New Agency in St. Louis

Jefferson Smith, former managing editor of the *St. Louis Times*, and Orin R. Coile, a newspaper man, have formed the Orin R. Coile and Jefferson Smith Advertising Company in St. Louis. Mr. Coile handled the advertising and publicity work of the Red Cross in Missouri, Arkansas, Kansas, Texas and Oklahoma.

W. W. Vesey, western sales manager, is in charge of an office recently established in Cleveland by the Boesert Corporation, Utica, N. Y.



Consistency

THE PEOPLE'S HOME
JOURNAL is an ALL-
THE-FAMILY magazine
so intended and so edited
for thirty-four years.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

F R E Y

service has years of background, experience and development behind it. Frey illustrations are a *known quantity* in modern advertising practice. They are efficient because they are based upon knowledge, not guesswork. The Frey method has made the illustration of advertising a real business in itself, and a real or potential ally to every other business that advertises.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE · SOUTH
CHICAGO

Getting Away from the Common-place in Resort Advertising

How the Santa Barbara, Cal., Chamber of Commerce Struck a New Note in Copy Appearing in Newspapers of the Pacific Southwest

By H. A. Stebbins

TAKE it by and large, summer-resort advertising can be safely tucked away in two categories: one is the ecstatic sort of copy that carries you to the resort in question in a stage-coach-and-four of liveried language; the other—and the much more frequent type of resort advertising—is content merely to reel off the attractions offered in a dry, jerky, statistical way. Either type of advertising is good or bad, depending on the viewpoint of the particular folk who foot the bill.

Yet, occasionally you run across a summer-resort advertisement that looms up and out above the plane of the mediocre—not so much by what it says as by what it suggests; not so much by the active meaning of the words—as by the deeper reaches, by the intimate suggestions and subtle intimations that go so much farther than the words themselves.

I have in mind the series of advertisements now being run by the Santa Barbara, Cal., Chamber of Commerce in newspapers throughout the Pacific Southwest. This campaign is designed to exploit Santa Barbara as "California's wonder play-place."

When the directors of the Chamber of Commerce had decided to appropriate a fixed sum for the purpose, the advertising

agency that was called in said it would accept the business providing they agreed to a rather unusual copy formula. This formula stipulated that the man who wrote the copy should be given full play and full sway, just as long as he kept his copy in a sane, light vein and didn't let his spirit of vacation-abandon run rampant.



Santa Barbara
Sublimely Beautiful—

ALLURING COPY THAT IS ABOVE THE LEVEL OF RESORT ADVERTISING

The net result was a series of newspaper advertisements that strikes a new note in summer-resort advertising, so far as copy-appearance is concerned.

Take, for example, the 100-inch advertisement which was used to start the series. After an introductory paragraph or two, in which he sketches the natural beauties of Santa Barbara, he gets

right down to specific images—pictures:

Would you luxuriate in superb hotels of world-wide fame—hotels vibrant with the life of the season? Or—would you prefer to spend your summer stay in bungalow, cottage or apartment?

Would you dip in the surf—drowse awhile on the sun-bathed beach—pilot a lively channel boat—and go in for sports aquatic?

Would you point the prow of your car toward motor drives of incomparable charm and beauty—mountain drives that will surely lift you to new scenic heights?

Would you don your hiking clothes and explore mountain trails, each turn of which brings to view some new wonder—here a magnificent view of the ocean, there a picturesque, shaded canyon—and a little farther on the city nestling at your feet?

Or, would you prefer to rest quietly—to enjoy the bracing sea breeze—to seek out nooks of tranquil beauty—to look out upon delightful vistas of mountain, valley and matchless sky, and upon charming garden effects at your very door?

You have to ask for it and— *presto!* —it is here at Santa Barbara. By magic? Yes—by the inimitable magic of Nature and the artful aid of Man!

The slogan used throughout the campaign was "Santa Barbara—Sublimely Beautiful." This was selected not alone because it happens to be a happy alliterative choice, but because "sublimely beautiful" really describes the historic mission town of Santa Barbara—as far as any two words can hope to depict a city of such rare beauty and scenic charm. Nor is this all. The suggestion of sublimity, it was thought, would appeal to the very type of people who Santa Barbara wished to attract. In other words, the entire series of advertisements was designed to reflect a certain innate sense of aristocracy that would make instant appeal to people of refinement and discrimination.

The schedule for this campaign embraced a group of eighteen selected newspapers in California, Arizona, New Mexico and Texas—especially cities in the interior of these States whose inhabitants would be inclined to welcome Santa Barbara as a comforting contrast to the sweltering heat of their summer days.

It is doubtful if any summer-

resort advertising on the Pacific Coast within recent years has occasioned the comment and commendation that this Santa Barbara series has received. Hotel and resort proprietors, transportation men and others who keep attuned to the trend of vacation travel have shown uncommon interest in the campaign and the results attendant on it. But, more important than all, it has attained its primary purpose in bringing to Santa Barbara such a host of vacationists and pleasure-hungry people that the Chamber of Commerce feels that its campaign has been well worth while, indeed.

The first advertisement was followed up by quarter-page copy, all written in the same buoyant, swingy style. Each piece of copy focused attention on some individual attraction at Santa Barbara.

Inasmuch as climate is always a factor in the selection of a summer resort, this phase of exploitation came in for adequate consideration at the hands of the men who planned the series. One novel idea evolved was to run a relatively small advertisement on Friday of each week playing up the average mean temperature of Santa Barbara for the week preceding. All that was necessary to accomplish this atmospheric feat was to wire each newspaper the exact degree of temperature, as the rest of the advertisement "stood pat."

W. E. Brewster With U. S. Light & Heat Corp.

W. E. Brewster, who has been with the H. E. Loran Advertising Agency, New York, and with the Sperry Gyroscope Co., Brooklyn, as publicity manager, is now publicity manager of the U. S. Light & Heat Corporation, Niagara Falls, N. Y.

Miley, Vice-President of National Tire

C. E. Miley, who has been general sales manager of the McGraw Tire & Rubber Company, East Palestine, O., during the past ten years, is now vice-president, in charge of sales, of the National Tire & Rubber Company, East Palestine, O.



WOMAN'S HOME COMPANION
Launches Another National Service!

Is Your Child Under Weight?

**One child out of three is—
He may be your child**

A child whose height is three and a half feet, and who weighs only 34 pounds, has already lost more than a year of normal, healthy growth.

Is your child under weight? If so, he is suffering from malnutrition. He will grow up handicapped in the year for months. One symptom out of every five for an officer's commission in our army was rejected as unfit because of condition due to malnutrition.

And the sad part of it is that in almost every case the cause of this condition could have been discovered and corrected in childhood.

**Don't go by appearances—
weigh the child!**

If your boy or girl is below normal weight, that child is at the danger point and it is time to act.

You can know whether your child is safe. The scales tell the story. Any mother with the aid of the simple chart in the August *Woman's Home Companion*, can tell whether her child is up to weight or not.

Under-nourished children frequently look all right with their clothes on. They should be stripped and weighed.

You want your child to be a man. You want the little body to grow strong and straight. You want to give the child the right start on the road that will be rough enough without the needless handicap of ill health.

"Is Your Child Under Weight?" is the first of a series of articles on this vital subject. Every mother and father—every teacher, nurse-mother, and everyone else who comes into contact with children—will wish to learn the common-sense methods that will bring up children to be the healthy, happy men and women they have the right to expect to be.



Perhaps You Think

THESE ARE THE FACTS AS TO THE NUMBER OF CHILDREN WHO ARE UNDER WEIGHT IN THE UNITED STATES

By the age of three years, one out of every three children is under weight. The age of three is the age at which the child's growth is most rapid. If the child is under weight at this age, he will be under weight for the rest of his life.

Study This Table Carefully

Table of normal weight and height of children, by age, from birth to 18 years

Age	Weight (lb.)	Height (in.)
Birth	7.5	20
1	22	27
2	26	31
3	30	35
4	35	39
5	40	43
6	45	47
7	50	51
8	55	55
9	60	59
10	65	63
11	70	67
12	75	71
13	80	75
14	85	79
15	90	83
16	95	87
17	100	91
18	105	95

Consult the accompanying chart on page 35 of the August *Woman's Home Companion*.

A Magazine for Women—Edited by a Woman

WOMAN'S HOME COMPANION

THE CROWELL PUBLISHING COMPANY

20c a copy

WOMAN'S HOME COMPANION

THE AMERICAN MAGAZINE

THIRD AND FIFTH

\$2.00 a year



Full page newspaper advertisement
(facsimile, reduced) used in leading
newspapers of principal cities, July, 1919

Do you know that a girl five feet tall weighing 45 pounds has but more than a year's growth; and, unless you help her at once, she may grow up a sick, nervous and unsatisfactory woman?

Is your child under weight?

Woman's Home Companion brings you, this month, Dr. W. P. R. Emerson's second article on children. This month he tells you how to put your child on the road to health and strength. Everything Dr. Emerson prescribes you can easily do at home.

ONE CHILD IN EVERY THREE IS UNDERNOURISHED

Malnutrition is common among children of the rich as well as of the poor. One child in every three is suffering from it. Taking thousands of the worst cases in America, Dr. Emerson proved that every child, unless affected by some serious organic disease, can be brought up to normal health.

Do you know that it is easy to detect malnutrition, and, by following Dr. Emerson's simple rules, to overcome it, once for all?

WHAT DOES THE CHILD NEED?

First take the two simple Record forms that the Companion has prepared for you; after filling them out, you are ready to use the simple methods that will make your child well. The child needs food at certain hours, needs a certain amount of sleep, the school work has to be watched; there are other things to do, and Dr. Emerson describes them in plain English.

The great thing is to act quickly. Secure at once the Companion for September—on page 36 is the article that tells you what to do for your child's health and future happiness.

This campaign to give children the health and happiness due to them owes its start to the zeal and public spirit of one man—Dr. Emerson, the eminent children's specialist of Boston. But hundreds of other doctors are now carrying it forward; mothers, fathers and school teachers are making the interesting tests and adopting the simple methods that will wipe out malnutrition.

"I selected the Companion for this work," says Dr. Emerson, "because I knew it would carry the campaign through from start to finish. Among all other magazines, I felt that it would do the best work. Its record in the great Better Babies movement proved to me that the Companion is read by the million American families whose interest and example will do most for this campaign intended to reach our whole population."

A Magazine for Women—Edited by a Woman

WOMAN'S HOME COMPANION

THE CROWELL PUBLISHING COMPANY

September Number
New on Sale

WOMAN'S HOME COMPANION

THE AMERICAN MAGAZINE

FARM AND FISHING

20c a copy
\$2.00 a year



Full page newspaper advertisement (facsimile, reduced) used in leading newspapers of principal cities, August, '19

ONE man in every five who wanted an officer's commission in the army was turned down for defects caused by malnutrition.

Dr. W. R. P. Emerson, of Boston, subsequently made tests which disclose that 33⅓ per cent of all American children, rich and poor, are undernourished.

If you have children, or come into contact with them, it will pay you well to read Dr. Emerson's articles.

"I selected Woman's Home Companion for this work," he says, "because I knew it would carry the campaign through from start to finish."

The Companion's record for effective and untiring interest has been well tested in this work. With signed articles by Dr. Emerson, with special charts, record forms and reprints, with a Nutrition Clinic for personal help—and with full page newspaper announcements in principal cities, month after month—it is carrying the campaign through.

There is nothing more interesting. In fact, not since the Companion won national recognition, years ago, for the great Better Babies movement, has any magazine conducted a more useful or a more sincerely patriotic campaign.

WOMAN'S HOME COMPANION

THE CROWELL PUBLISHING COMPANY

WOMAN'S HOME COMPANION THE AMERICAN MAGAZINE FARM AND FIRESIDE

Lee W. Maxwell
MANAGER OF ADVERTISING

381 FOURTH AVE., NEW YORK
Frank Braucher
EASTERN ADVERTISING MANAGER

TRIBUNE BUILDING, CHICAGO
W. S. Carlisle
WESTERN ADVERTISING MANAGER

Advertising to Assure a Market for the Next Generation

Conservation Is the Dominant Note in the Savage Arms Corporation's New Campaign

By Helen A. Ballard

IN times past advertising meant an immediate return in dollars and cents on the investment. At least, it was carried on for that express purpose, and if results were not promptly forthcoming, the advertiser often tried a new tack. There was no thought of using space to create public opinion, of doing institutional advertising. It was just a case of selling the manufacturer's own goods, and of selling them immediately, while the present stock was on the shelves.

But times have changed. A new purpose is becoming recognizable in much of the present day advertising. Now and then a manufacturer again steps out into the arena with a new attitude toward the fight, and with a zest born not so much of a desire for present gain as for present conservation and a greater future victory.

The Savage Arms Corporation is one of the firms that has come to the front with a campaign in keeping with this new order of thought. It is a good example of the manufacturer who is so far-sighted as to preserve his market for the next generation.

The whole advertising campaign of the Savage Arms Corporation now opening is made to revolve around the ideal of the conservation of song birds, game and animals that serve a useful purpose. It advocates the destruction of evil beasts and enemies of animals which every real sportsman should want to protect. The company stands for the keenest kind of protection and the most wise game laws. It is against the wanton killing of animals. It decided to come out and say so in its advertising. It decided to advocate the killing of game that is a men-

ace to-day and the preservation of that which might make legitimate sport for the next generation, while it at all times advocated the saving of both birds and animals that contribute to our comfort and joy in life.

"There are two kinds of advertising," said A. F. Hebard, advertising and general sales manager, "consumer and trade. Consumer advertising is the more important, and here the problem facing the manufacturer of sporting goods is a double one. In the first place, the advertiser must appeal to the sportsman and the prospective sportsman causing them to consider, examine and eventually purchase the product advertised. In the second place, the advertising must appeal, if it is to fulfill its complete mission, to the desire which lies in most men's hearts to get out into the open by embodying in its copy the atmosphere of the great out of doors. It must create in the prospect's mind the charm of outdoor life and the zest and joy found in the pursuit and study of game.

CREATING THE SPORTSMAN'S ATMOSPHERE

"In my opinion this secondary appeal is more important than the first—than simply exploiting a certain brand of goods, and I believe it bears more fruit in actual buying than the obvious advertising of the merits of a certain brand. Copy, therefore, must be directed to the owner of rifles who has a full and complete knowledge of them. But at the same time it must be of such a nature as also to attract the interests of the man who possibly has not yet found opportunity to gratify a long latent wish sometime to supply himself with a set

Each advertisement is made distinctive by a simple, artistic conventional border, is headed by the firm name, Savage, and the trademark. A balance is given to the page by this heading, beneath which comes the portrait illustration, and by the picture of the rifle which foots the layout. The generous distribution of white space makes the copy stand out most effectively. And, added to the general pleasing effect, with the atmosphere of the open in the copy, each advertisement has the convincing punch of a real instance of the rifle's use generally in the hands of some prominent sportsman. In some of the advertisements expeditions are cited in which the Savage did service where only the best firearm could have stood the test—another means of putting convincing punch into the copy.

For the prospective sportsman-in-the-making—the boy—there is a distinct appeal embodying the best ideals of sportsmanship and a strong plea for conservation. In the boys' publications and farm papers where this advertising appears, the copy advocates the shooting of foxes, coyotes, woodchucks, crows, etc., but not squirrels, deer out of season or any useful wild animals. The aim of the advertising to this prospective purchaser is to teach the boy to know a rifle, to have confidence in it and to respect it—not to go out with it and shoot anything. The company wants him to respect the art of shooting as he would swimming, tennis or any other sport. It aims to teach him to clean, oil and care for his rifle as he would care for his tennis racket, his baseball bat, mit, ball, or his muddy bicycle. One of the advertisements which appears in a boys' magazine advocates the conservation of crops by the shooting of crows. A suggested cornfield forms the background of the picture, against which a rascally crow stands out in the conventional little frame used in each of these advertisements to set off the picture of the bird or beast. And the catch phrase is, "Get Him with a Savage, Boys!"

The copy then goes on to say:

CROWS are causing a lot of damage to crops throughout the United States and are the greatest pests among birds.

Take a Savage Junior Rifle and one or two of your friends, or better still, organize a Boys' Shooting Club in your town and help exterminate the Crows. Some counties are paying a bounty for them.

Be sure to get behind a straight-shooting .22 Savage Junior Single-shot Rifle and you'll be the best shot in your neighborhood.

The slogan, "You'll always find a Savage where the service is the hardest," is featured in much of the advertising.

Some of the advertising directed at the boy furnishes him with legitimate, honest reasons for wanting a gun which he can use in talking with his father. It recognizes that the boy is not well enough informed on guns and sporting life to argue with his parent, hence it furnishes him with the argument. Here is one of this sort:

YOUR FATHER KNOWS

that true sportsmanship means more than merely pulling the trigger of a rifle. It means clean sport, clean thoughts, clean living—for a boy has to live straight to be able to shoot straight.

And more—it means respect for law and order, for authority, an appreciation for the side of the weak against the strong, a disgust for the thoughtless and wanton killing of most animals—the preservation of our game and song birds—and the protection of animals that serve some useful purpose.

A .22 Savage Junior Rifle is built to be equally effective on the targets or in the field, and its performance wins respect everywhere.

Ask your dealer to show you one or write us for particulars.

In speaking of the returns which are now coming into the office on this conservation advertising campaign, Mr. Hebard lifted a huge pile of letters from his desk. They were from the three classes of buyers, real sportsmen, prospective sportsmen and those in-the-making. They ranged from scientific inquiries from big-game hunters to immature scrawls from young boys who were trying to sell Dad the gun idea as a better protection to the corn field and the chicken coop than scarecrows and wire netting. The conservation idea is apparently taking root in the mind of Young America,

along with a desire to become a sportsman in the finest sense of the word—which, of course, means an increased market for the next generation. Some of these letters were from parents who had been sold on the proposition and were ready for information on the particular firearm best to put into the hands of their sons. Others were from prospective sportsmen who had awakened to the call of the wild. The letters came from the four points of the compass.

The Savage company has brought out a new firearm at the request of the National Rifle Association—the Model 1919 Bolt Action Rifle—but even in the general advertising of this the conservation note plays an important part.

"Advertising," said Mr. Hebard, "is just demand creation among consumers. It must keep clear the channel of distribution so that the stream may be kept moving. There must be no clogging at any point. And the distribution of a product sold through the regular channels of trade requires a certain amount of advertising with both direct and indirect appeal to those members of the trade who handle the merchandise as it flows from the factory to the consumer.

"In general advertising it must be born in mind, as I have said, that the copy falls before the eyes of interested jobbers and jobbers' salesmen who are selling the line, and before the retail merchants who, in turn, carry them in stock. The impression made upon these partners of the factory in the distribution of their product is great, and the popularity of any product as it flows through the trade channels is made or marred by the tone and atmosphere of the advertising copy.

"Dealers, jobbers or retail merchants appreciate a firm's efforts to popularize its goods, and thousands of jobbers' salesmen feel their interest in the line quickened when they know their selling efforts are backed up by a national campaign by the manufacturer whose goods they are handling. They are just as sensitive to the

appeal made in it as are the consumers to whom it is directed, and if you can make them feel the same desire for sport that you do the consumer in advertising sporting goods, and at the same time make them see the logic in your appeal, even when, as in our particular case now, it is a plea for conservation and not a hard hammering for present sales, you stir their enthusiasm and make of them better partners.

"I do not think that one can over magnify the influence that general and trade advertising have had in assisting in the distribution of a product. Advertising is a great lubricant, and any advertiser that directs the appeal for his product in some measure to the jobber, the jobber's salesman and the retailer finds his work made more easy and his product moving more readily through the channels of trade."

Wilson Lawrenson a Prest-O-Lite Officer

F. A. Wilson Lawrenson, president of the New York Advertising Club, has been elected vice-president of the Prest-O-Lite Company, Inc., one of the subsidiaries of the Union Carbide & Carbon Company, New York.

Mayo With Merrell Chemical Company

Caswell A. Mayo, editor of the *Medical Journal*, New York, has become associated with the William S. Merrell Chemical Company, Cincinnati, as editor of the company's publications.

Le Gros Organizes Printing Co.

V. J. Le Gros, for thirteen years with the Franklin Co., Chicago, has resigned to organize a printing and engraving firm in that city to be known as V. J. Le Gros & Co.

N. W. Meyer Goes With Neville Wheel Company

N. W. Meyer, formerly with the Bradfield Company, Detroit advertising agency, has been appointed sales manager of the Neville Steering Wheel Company, Detroit.

S. A. Paxson Is Dead

Stacey Alexander Paxson, business manager of the *Record and Guide*, New York, died on July 31, immediately after an operation in a New York hospital.

Ain't Angie Awful!



You have read those modern magazine sex serials. Have you found them mild?

Well, Angela Bish had *real* adventures. Nothing between the lines about Angie. "AIN'T ANGIE AWFUL!" is the title of six scrimson sex story satires by GELETT BURGESS which will appear in JUDGE for six weeks, starting August 2nd with illustrations by Rea Irvin.

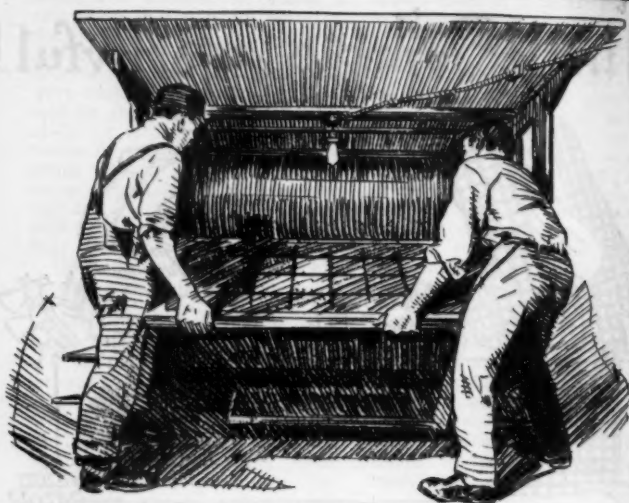
See announcement in Metropolitan Dailies

Judge

"The Happy Medium"

ARTHUR A. HINKLEY, ADVERTISING MANAGER
225 Fifth Avenue, New York

D. E. NORTHAM, WESTERN REPRESENTATIVE
Marquette Building, Chicago



Let Your Printer's Experience Be a Help to You

THE advertising manager of a large steel company sat staring at a memorandum from the stockroom. It was an itemized reminder of spoiled catalogs. He added the figures. The number was alarming—over 10% of the costly catalogs were in no condition to send out.

There was a hurried call for the printer. A few of the catalogs were laid before him in which a jagged crease ran right across the surfaces of different pages.

The coated stock had "buckled" in the folding-machine. The coated paper specified did not fold properly.

This happens again and again. It is one of the reasons why S. D. Warren Company



have standardized their papers. Great care is taken to see that a paper has something more than mere outer appearance.

So each run of Warren's Standard Printing Papers is tried out under actual pressroom conditions before any of the paper leaves the mill. And in order that the person who buys the paper may see what kind of work can be accomplished on it, a Warren Top Sheet is enclosed. This Top Sheet is printed from the kind of engravings it is best suited for, under ordinary conditions, and is enclosed in every case of Warren's Standard Printing Paper.

To show the kind of printing the Warren's Standard Printing Papers make possible, and to help buyers of printing overcome the mechanical obstacles which are continually arising, S. D. Warren Company publish an expensive book called Warren's Paper Buyer's Guide. This book may be seen at any of the public libraries of the larger cities and at the offices of any paper merchant who sells the Warren Standards.

S. D. WARREN COMPANY

Boston, Mass.

Better Paper

Better Printing



The Most Important Item

When you write out the specifications on that next big offset job—catalog, booklet, folder or broadside—don't write just "Offset" on the "Stock" line. You want REAL results, don't you? Then, to get them, specify

Equator Offset

"Made as a Specialty"

When you specify Equator Offset you can be sure that every cut will get its full value, because:

You can be sure of a close, even weave in every sheet.

You can be sure there'll be no "mussy" work, for Equator is easy to handle, yet extra strong.

You can be certain of even, smooth edges, easy to count and to open.

You can be certain, too, that in color, in finish, and in reproduction of the daintiest tints, the most delicate shades, the finest type serifs, the job will be uniform from the proof-sheet to the end of the run.

Hundreds of tons of Equator Offset are selling goods in all lands. It *must* be good to be so popular.

Samples and prices?—gladly!

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

St. Louis

St. Paul

Minneapolis

Philadelphia

Milwaukee

NEW YORK

200 Fifth Avenue

Buffalo

Cincinnati



Service as the Power Behind Advertising

Dennison Manufacturing Company Teaches People How to Use Its Products and Depends on Dealers to Do the Rest

By S. E. Kiser

TEACHING people how to make things out of crepe paper may seem to be a trifling thing for a great business house to engage in.

But such an activity is one of the foundation stones on which the Dennison Manufacturing Company, with a great factory at Framingham, Mass., and offices in some of the world's greatest cities, built up its widespread organization of service bureaus. These service bureaus are intimately connected with the company's advertising, for it is from them that the firm derives much of the propelling power that makes its advertising effective.

"It is in teaching people how to do things with crepe paper that we have developed the chief activities of our service bureaus," says W. A. Blackman, manager of the Dennison Company's New York service bureau. "In addition to the free instructions we give at our stores, we have for eight years been conducting classes at the Teachers' College of Columbia University. Here the students may have free instruction in making use of crepe paper for decorative and other purposes.

"An idea of the importance attached to this service by the authorities at Columbia may be gained from the fact that we have been granted permission to continue the school this season, although the registration is so large—the greatest in the history of the institution—that every available foot of space is being used for classes. Here teachers from all over the world—from China, Alaska, South America and Australia—come to take lessons in making crepe-paper costumes, flowers and decorations of all kinds, and for other useful infor-

mation which they get without charge.

"In addition, we are always ready to send instructions by mail. People write to us for information concerning the making of crepe-paper costumes to be worn at festivals, masquerades, commencement exercises, weddings and feasts of all kinds, and we not only send them our books illustrating and describing such things, but we write to them personally, offering such suggestions as we may. Also we send colored plates showing just how the colors should be combined, how patterns should be cut, etc., together with samples of the paper that should be used.

"This service always is free, and we never insist that our correspondents shall buy Dennison paper or other materials. We tell them where they may purchase our goods, but they are at liberty to buy where they please.

MAY HELP COMPETITORS, BUT WHAT OF IT?

"If the work we are doing to increase the use of crepe paper is profitable to others, we are perfectly willing to have it so. It is not our purpose to try to hurt the business of our competitors, but to build up our own, and this we have been able to do and are doing through our organized service.

"We find that the people who get the benefit of our service are, with very few exceptions, inclined to buy our products in preference to others. Having become familiar with the name of Dennison, they naturally ask for our materials. At least, we assume that they will do so, and the rapid and continuous growth of our business indicates that the assumption is cor-

rect. So it is with regard to the free instructions that we offer. People who come to our stores or attend our Columbia classes, receiving free lessons in making costumes and decorations, may be expected to buy our products and to recommend them to their friends and, if they become teachers themselves, to their pupils.

"To give you a clear idea of one of the phases of this service, let me read a typical letter. This one came from Detroit:

"We are to give a spring review at school very soon, using nearly 200 children in choruses and all. Will you send me all the suggestions possible for costuming frost elves, sunbeams, raindrops, froggies, dandelions, crocus, buttercups, roses, lilies, daisies, violets, narcissi, bobolinks, robins, whip-poor-wills, pussywillows, etc.? Please hasten your reply."

"When we had complied with the request, we received this acknowledgment:

"I am in receipt of your sketches and patterns for costumes for our big spring entertainment. They are wonderfully well planned and just what we needed. The principal and teachers are delighted. Please accept our heartiest thanks."

"They may not have bought our materials when they were ready to make up the costumes that were suggested and described, but we are willing to suppose that they did. Such letters come to us constantly from all parts of the world, and they always receive prompt attention. We don't respond merely by mailing catalogues of our products, but in many instances our designers make special patterns or illustrations to fit the occasions, and this service always is free. Our books, plates and samples of materials are accompanied by personal letters containing advice or instructions. This is our idea of service, and we became convinced long ago that service was the biggest and most important factor in successful merchandising."

In its advertising, as well as in

its sales department, the Dennison Manufacturing Company adheres consistently to the idea that service is paramount.

At the beginning of the year an "advertising calendar" is arranged. It is a curious as well as an interesting affair. To the uninitiated it looks a good deal like a baseball schedule. At the left are the names of the publications in which Dennison advertisements are to appear, and across the top are the names of the months in which the various materials are to be advertised. Thus it is shown that in April glue, paste and mucilage are to be advertised in one woman's publication; baggage tags in another; crepe paper in a third. In August paper towels are advertised in a popular weekly, preserve labels in a woman's magazine and a farm paper, and key tags in another weekly. It is easy to understand why Halloween goods should be advertised in October and St. Valentine goods in February, but why is sealing wax advertised in a farm paper in November?

WHY IT SEEMED BEST TO SPECIALIZE IN THE ADVERTISING

Explaining the Dennison advertising calendar, and elucidating the service plan wrapped up in it, Schuyler Van Ness, advertising manager of the company, said:

"Formerly when we intended to give publicity to our 'handies' for the home, we tried to group them together. We talked about tags, napkins, crepe paper, handy boxes, sealing wax, etc., in one piece of copy, and the mixture looked something like a racial map of Austria-Hungary before the Peace Conference got in its work. We figured that because we made them all it was perfectly sensible to talk about them in a lump.

"The advertising brought results, of course, but not the results we hoped for. In consequence, we turned a mental somersault and tackled the problem again, adopting the following premise: 'We are a large manufacturing concern, making a number of small but useful items for

the home, which are used, not daily like tooth-paste or butter, but only occasionally. Therefore, let us advertise each item, the number of advertisements depending upon the sales of the item for the past year. Let us tie up the series with a uniform border, a uniform style of illustration, and a catch phrase.

DEMAND A FACTOR IN LAYING OUT SCHEDULE

"For a catch phrase we adopted 'What Next?' because so many of our customers, after looking at the displays in our stores, were likely to exclaim, 'Well, what are you folks going to make next?' In making up our calendar we picked the items to advertise by consulting with our merchandise managers and learning from them the goods that were going most largely into the home, and into the office also, in some instances.

"We had to be sure at the same time that all of these goods were carried by the majority of our 10,000 dealers, because all of this advertising is intended primarily for the dealer and not for our own stores. Twenty-two items were picked. Some of them are staples, such as glue and cloth tape, which can be advertised at any time; others, Hallowe'en novelties, St. Valentine goods and preserve labels, for example, are strictly seasonable. Others are fifty-fifty, half staple and half seasonable. Handy boxes sell best just before the holidays; baggage tags have their best sale in the spring, and wedding goods are particularly popular in June and October, but, of course, people are likely to travel or get married at other times.

"Our problem was to fit these twenty-two items into the calendar, taking care to have at least one advertisement in each magazine—with a few exceptions—every month, at the same time considering the type of magazine in which each advertisement was going to appear. Placing the strictly seasonable items was easy. Then we took the fifty-fifty items and fitted them in. We found it

advantageous to advertise napkins in the spring and early summer, and our investigations showed that it would be well to advertise materials for picture binding in the early fall, when folks are coming home from their vacations, loaded up with snap-shots.

"It is our purpose to make every advertisement tell a definite story—for the benefit of dealers who handle such articles as we produce. Not all dealers handle our products exclusively. It may be that our advertising helps to sell goods that are made by other manufacturers; but that is no reason why we should not advertise as we do. We know that our advertising sends people to the dealers who do handle our products. We know that this advertising is a good thing for dealers everywhere, and we are perfectly willing when we have induced people to want to buy such things as we manufacture to trust to them to ask for our products and to trust dealers to recommend them."

It is a long way from the shoemaker's bench to the organization that is advertising for the benefit of 10,000 dealers who are doing business in more than a dozen different countries, but is a way that may be followed with no difficulty whatever. The manufacturer who succeeds in making a superior article and in developing a big market for it can generally be found to have made service the principal article of his business faith. He has not wasted any of his efforts in trying to undermine his competitors, but has devoted himself wholly to the purpose of doing his best for the people who buy and market his product. A man who is trying to climb the ladder of success is not likely to get very high if, instead of endeavoring always to advance another rung, he busies himself trying to step on the fingers of those who are climbing after him. The service loaves that are cast upon the commercial waters are always sure to come back, and frequently it is not necessary to wait many days for them.

The Agency Man Gets Bound in Cloth

At Least, Christopher Morley, Author, Gives His Idea of a Typical Member of the Clan

POSSIBLY it's because advertising, as a profession, is so comparatively new that the ways of its high priests are not well understood, but until very recently authors utilized every profession under the sun—from doctors and lawyers to motormen and burglars—but overlooked the advertising agency man. His first cousin, the newspaper reporter, did break into the sacred circle upon infrequent occasions, but as a general rule he and his omnipresent wad of copy-paper played a secondary rôle.

Sinclair Lewis and Henry Payson Dowst have, of course, woven short stories about the persons connected with agency work and one or two playwrights—notably the authors of "It Pays to Advertise" and "Nothing But Lies"—have attempted to shift the spotlight of publicity upon the profession. But stage portraits have been far-fetched and farcical, while the short stories gave only a momentary glimpse behind the curtain.

It remained for Christopher Morley, formerly a reader for Doubleday, Page & Co., and at present a newspaper columnist, versifier and budding author, to realize the richness of the virgin field. Once he sensed it, he made Aubrey Gilbert, "representing the Grey-Matter Advertising Agency," the hero of his novel, "The Haunted Bookshop."

Aubrey, we gather from the opening chapter of Mr. Morley's whimsical work, is really intended to be a typical agency man—in spite of the fact that the reader first makes his acquaintance "about six o'clock of a cold November evening, when gusts of rain were spattering along Gissing Street in Brooklyn." An atmosphere of mystery and a glamor of romance are thrown about Aubrey, who persists in

gaining entrance to the haunted bookshop of one Roger Mifflin. To the bookseller he announces that:

"My name is Aubrey Gilbert. I am representing the Grey-Matter Advertising Agency. I want to discuss with you the advisability of your letting us handle your advertising account, prepare snappy copy for you and place it in large circulation mediums."

TOO BIG AN AGENCY FOR LITTLE ACCOUNT? NOT SO!

The second-hand bookstore, be it remembered, is supposed to be typical of its kind—barely keeping its head above water in a haphazard sort of way—yet Gilbert, whom we later learn fathered the slogan "They're mild—but they satisfy," and therefore feels compelled to smoke only cigarettes with chesterfieldian manners, is soliciting the Mifflin account. Evidently the Grey-Matter Advertising Agency believes in handling minnows as well as whales, to say nothing of deputizing the man who handles all the copy for the Chapman prunes—you know the slogan, "We preen ourselves on our prunes"—to write copy for the bookshop.

But the agency man is totally nonplussed when the bookseller informs him: "My advertising is done by the snappiest copywriters in the business."

"I suppose you refer to White-wash and Gilt?" replied Mr. Gilbert, in a tone which the author describes as "wistful."

"Not at all. The people who are doing my advertising are Stevenson, Browning, Conrad and Company."

In spite of numerous mail-order campaigns, this allusion floats over Gilbert's head and out into Gissing Street.

"Dear me," says the solicitor, "I don't know that agency at

33,000 readers of ENGINEERING NEWS-RECORD

Regard their publication as a weekly guide to millions of dollars worth of contracts.

Naturally, they look to the advertising pages of *Engineering News-Record* for information on material and equipment they will need to carry out these contracts.

10th Av. at 36th St.
New York

Clippings from Construction News Section of **ENGINEERING NEWS-RECORD**
One of the Ten McGraw-Hill Publications

We're going to make
The Red Cross Magazine
"America's get-together Magazine"

The Red Cross Magazine's new job is to tell graphically and entertainingly the wonderful story of the building of the new America in which we are living.

It will be a sort of monthly "get-together" that will not only entertain, but will inspire us all to be of greater use to ourselves, our neighbors and *our America*.

Not precept, not propaganda, but very human stories and articles and pictures by very human writers and artists—the sort of stories and articles and pictures that even advertising men, "fed up" on magazines as many of them are, won't want to miss!

That's why people are going to *subscribe* for *The Red Cross Magazine*, and that's why they're going to *read* it.

Your magazine; my magazine; OUR magazine.

—And then we're going
to advertise it to the
people of America

Starting a day or two before the October issue goes on sale (about Sept. 18th), *The Red Cross Magazine* is to be advertised in newspapers, from coast to coast.

We're going to use a big paid space campaign to tell the folks of America about their new "get-together magazine." And we're going to have such good things to tell about that many who don't take the magazine will buy or subscribe, and those who already take it will pick it up more eagerly and read it with keener interest.

The October issue, with this big national advertising drive behind it, is too good a "buy" to overlook. There is still time to get in! October form open until August 15th. \$3.00 a line flat, \$1287 a page. Circulation 750,000 guaranteed.

The RED CROSS MAGAZINE

(Owned by The American Red Cross)

124 EAST 28th STREET

Chicago NEW YORK Boston

A. B. C. Membership Applied For.

Advertise in it for Results

all. Still, I doubt if their copy has more pep than ours."

But, in spite of his casual allusions to the campaigns dealing with Chapman Prunes and Chapman's Daintybits, Aubrey fails to land the Haunted Bookshop account for the Grey-Matter Agency and would undoubtedly have dropped off Brooklyn Bridge on the way home, had it not been for the opportune entrance of Titania Chapman, daughter of the prune magnate and heroine of the novel.

Titania, however, is far from being off the beaten heroine-track, particularly when compared to Gilbert. So the author considerably throws a few more sidelights upon the character of the agency man.

"We have hinted," writes Mr. Morley, "that Mr. Gilbert was not what is called 'literary.' His reading was mostly of the news-stand sort and PRINTERS' INK, that naïve journal of the publicity professions. His favorite diversion was luncheon at the Advertising Club, where he would pore, fascinated, over displays of advertising booklets, posters and pamphlets with such titles as 'Tell Your Story in Bold Face.' He was accustomed to remark that 'the fellow who writes the Packard ads has Ralph Waldo Emerson skinned three ways from the jack.' . . ."

Of course, he falls in love with Miss Chapman; that is to be expected of any hero, even an agency one. Of course, his thoughts run along totally original lines.

For example, observing the huge electric sign which blazoned the merits of Chapman's Prunes to a hungry world, he "observed all this splendid scene without exact observation. He was of a philosophic turn and was attempting to console his discomfiture in the overwhelming lustre of Miss Titania by the thought that she was after all the creature and offspring of that science he worshipped—Advertising. Was not the fragrance of her presence, the soft compulsion of her gaze, even the delirious thrill of muslin at her wrist, to be set down to the

credit of his chosen art? Had he not, pondering obscurely upon 'attention-compelling' copy and lay-out and type-face, in a corner of the Grey-Matter office, contributed to the triumphant prosperity and grace of this unconscious beneficiary? Indeed she seemed to him a symbol of the mysterious and subtle power of publicity. It was advertising that had done this—that had enabled Mr. Chapman, a shy and droll little person, to surround this girl with all the fructifying glories of civilization. Advertising had clothed her, advertising had fed her, schooled, roofed and sheltered her. In a sense she was the crowning advertisement of her father's career and her innocent perfection taunted him just as much as the bright sky-sign which flashed the words Chapman Prunes above the teeming pavements of Times Square."

Obsessed by the notion, he can think of Titania in no terms outside of those consecrated to his mistress, Advertising—always with a capital A. "He admired the lay-out of her face from the standpoint of his cherished technique. 'Just enough white space,' he thought, 'to set off her eyes as the centre of interest.' 'Her features aren't this modern bold-face stuff, set solid.' 'They're rather French old-style italic, slightly leaded. Set on 22-point body, I guess. Old man Chapman's a pretty good type founder. You have to hand it to him.'"

But in spite of his unconventional apostrophes, Aubrey foils the dastardly plot of the Huns to plant a bomb on board of the *George Washington*, wins the undying gratitude of the heiress to the prune factory and the place where they turn out Chapman's Cherished Chips, and is appointed assistant advertising manager of the Daintybits Corporation.

All of which goes to prove that it pays to think about your work even when you're making love and likewise that it's profitable to prow around Brooklyn in the rain.

Now, who's going to write a book about a real advertising man?

"I Wish There Were More Kansas Citys!"

AN agency man who places business in every large city in the United States says:

"If all the cities were like Kansas City our clients would get double effectiveness for their advertising money.

"In Kansas City our agency never uses any bill boards. In Kansas City we mail out no circular matter. In Kansas City we do no street car advertising.

"The one and only medium that our agency recommends or uses in Kansas City is The Star. It covers the ground thoroughly. It goes into every home in Kansas City. In fact, it has more subscribers than there are families in Kansas City.

"I wish there were more cities like Kansas City and more newspapers like The Kansas City Star."

THE KANSAS CITY STAR

Morning
215,000

Evening
215,000

Sunday
215,000

CHICAGO OFFICE
1418 Century Building

NEW YORK OFFICE
2 Rector Street

(No. 10—Save This Series)

Mr. Honeywell says:—"I have beaten you to it"

OFFICERS

AM. HENK. PRESIDENT & TREASURER
E.C. HENN, V. PRESIDENT & GEN. Supt.
M.B. BATHURST, SECRETARY & ASST. TREAS.



OFFICES: NEW YORK BOSTON CHICAGO
DETROIT ATLANTA SAN FRANCISCO
WAREHOUSES: NEW YORK CHICAGO
FOREIGN OFFICES: CABLE "NANCO"

THE NATIONAL ACME COMPANY

AUTOMATIC SCREW MACHINES AND THEIR PRODUCTS

NEW ENG. PLANT
WINDSOR, VT.

CANADIAN PLANT
MONTREAL

CLEVELAND, OHIO
July 21st, 1919 -G-

Mr. Harry Levey, Manager,
The Industrial Department,
The Universal Film Mfg. Co.,
New York City.

Dear Mr. Levey:-

I feel that the task of making the "Spirit of Progress" - a four reel picture of our Colt Plant, is unfinished until I express to you our appreciation of your personal effort and that of your organization right straight thru.

After the review today by Mr. A.W. Henn, our President, and Mr. E.C. Henn, our Vice President and General Manager, the latter being a very keen technical man, each expressed himself freely that the picture was "far beyond his expectations". This is with reference to the fine grade of photo-

a four reel picture of our Colt Print, is unfinished until I express to you our appreciation of your personal effort and that of your organization right straight thru.

After the review today by Mr. A. W. Henn, our President, and Mr. E. C. Henn, our Vice President and General Manager, the latter being a very keen technical man, each expressed himself freely that the picture was "far beyond his expectations". This is with reference to the fine grade of photography, the securing of some mechanical operations of the "can't be done" type, and also to the continuity of the picture as a whole, on which latter point I must congratulate your Editorial Department in particular.

We are also well pleased with the proposed methods of distribution thru your various Exchanges, and thru the Bureau of Commercial Economics, and shall presumably increase our order for prints considerably.

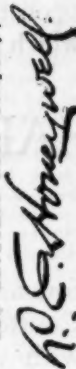
You will no doubt be pleased to know that the success of the "Spirit of Progress" here is such that I am authorized to proceed at once with the making of the Windsor Vermont picture, which otherwise might have been delayed for some time. Indications are also that subsequent pictures will be made at Cleveland.

If you had thought of asking me to express our opinions on paper - for once I have "beaten you to it". Suffice to say that we have no hesitancy in recommending both Universal photography and Universal distribution for all those contemplating motion pictures as an advertising medium.

With kindest regards for your many personal courtesies, I am,
Yours very truly,

(The same efficient service is
yours to command. H. L.)

The National Acme Company,



Advertising Manager.

L. E. H.

FUNDAMENTALS

If there is to be any success in business today, it must be based upon the fundamental principles which have been the aim of the

CHARLES FRANCIS PRESS

for a quarter-century, viz.: —
Courteous attention to details with unsurpassed service and the greatest skill by which we produce the quality that has raised our production in the last three years 300%. Can we give any more convincing proof?

*If you want the printing
that pulls business let us
hear from you at the*

PRINTING CRAFTS BUILDING
461 EIGHTH AVENUE, NEW YORK

Telephone 3210 Greeley

Is It Ever Wise to Revise Your Labels?

Yes, When They Show Themselves Out-of-Date by Their Failure in Attraction-Power, Is One Answer

By W. Livingston Larned

A CHICAGO concern manufacturing a highly diversified line, recently paid a large sum for the complete revision and reconstruction of its labels. New designs were drawn, each one in colors and each a radical departure from the previous label. The artists worked without restrictions. It was not specified that they must adopt something that had gone before merely because it was long known to the trade. For each design accepted, there were many sketches refused. A committee went at the big task with its sleeves rolled up. There were hundreds of labels to make.

When the first suggestion as to label revision was made, some members of the concern fought it with all their power.

"We are about to do a dangerous thing," they said. "For years we have put out certain brands; reproduced our cartons, cans and packages in our advertising; familiarized the public with lettering, designs and trade-marks, and won friends for them with jobber, dealer and exporter. Now we want to revolutionize the physical features of our goods. It will confuse the consumer and it will cause the dealer a great deal of trouble.

"It means starting all over again. It means mechanical difficulties and problems. Our present labels may not be in vogue; they may not be beautiful, but they managed to build a great business and hold it. Are we to jeopardize our interests by this procedure?"

The majority voted "yes."

The doubtful persons are now glad they were overruled. Business has not slumped, but increased. The various lines are more attractive than ever. The

retailer is taking the trouble to write letters of praise, and everybody is happy.

There has always been a prodigious amount of arguing about this engrossing subject of old labels vs. new. The old-fashioned package label used on Smith Bros. cough drops has been pointed to as an example of an original design rightly retained. The heads of the Smith Bros. concern, when approached from time to time by ambitious agencies that desired to see that pair of whiskered gentlemen as pictured on the box cover relegated to the limbo of forgotten things, have sternly refused to change even so much as a period or a comma or a whisker. The box, they assert, is a trade-mark. They say people have become used to it, and if a new label were flashed on them, they would feel that changes were taking place in the contents and would become suspicious.

Despite this, there is the evidence cited above of a big firm calmly and deliberately changing every label in its list and profiting by the experiment.

Of recent months, students of package marketing have brought in a strange verdict. They contend that a label can be changed without seriously hurting business or prestige. They say that anything that's better—is better.

OUT OF STEP WITH THE TIMES

Many labels can't keep pace with the times. They grow out-of-date. They no longer inspire demand. They are almost an insult to the eye. They lack that greatest of all essentials, attraction power, when placed on shelves along with other brighter and more skillfully designed containers. Since package goods be-

came such a great feature of modern merchandising, it is a "Battle of the Labels," with the best finally gaining the sales.

Of course, a certain number of people will continue to buy a line because of its heritage of good performance, and these people resent any radical change in the package. They want it as it has always been—as mother and grandmother and great-great grandmother have always known it.

It is just as true, however, that a label's hold on the customer weakens with each successive generation. Young people are not so faithful to old loves. They argue: "Yes, that's all very well, and the article has been in use in our family for many years, but how do we know but that, in line with other things, the new brands are even better?"

They consider it almost a duty to give other lines a trial. And in making these trials, the label is a not unimportant factor.

A number of firms are now revolutionizing their labels. Sometimes even the shape of the container is changed. Then again, a house will put on a new line in an attractive container and its success from the start will be sufficient to make everyone feel doubtful about the old labels. The new sometimes makes the old look shabby and shoddy.

In the past not every manufacturer has fully weighed the advantages of attractive labels. He has been inclined to look upon them merely as identification tags. That every can or package is, in itself, a little advertisement, is now readily conceded.

Practically every large hat concern, operating branch salesrooms in the larger cities, has taken advantage of the package appeal. Hat boxes, for men and for women, are astonishingly ornate, frequently boasting designs that run the entire way around and across the top. When delivered by messengers, on the street, or in common carriers, they form a picturesque advertisement for the shop whence they came.

The label designs for toilet articles, soaps, perfumes, talcs, etc., have made rapid artistic advances, until now they really form an addition to the boudoir.

NEW JONTEEL LINE DEVISED

The "Jonteel" line of toilet products furnish us an example of labels that have trade-mark and merchandising value. The manufacturing concern, being druggists by trade, had innumerable lines, and the majority of them were ancient history. But the concern felt that sooner or later the well-groomed lines of competitors would eat into the trade. Whereupon the Jonteel goods were devised and marketed. Here were products with the flavor of 1919 that would take care of competition among the radicals. Against a shiny black background, a brilliant and marvelous bird was superimposed, in all the colors of the rainbow. This winged curiosity was unlike anything that even your South American naturalist would discover. It had purple wings, a red head and bright green tails. Yet it was not a parrot. The label was so vivid, so unusual, so stunty and so new, that it was an important factor in sales.

And then, just to make doubly sure, immense reproductions of that label motif were painted on glass, varnished and set up in conspicuous places near points of distribution. Some there are who claim that Jonteel advertising was built around the freak label, rather than upon a recital of the virtues of the line. But that it has been compelling and that it made a market for the goods in a short time, is now well known.

Lazell, perfumer, is another manufacturer who is placing emphasis upon the beauty of labels. "As-the-Petals," a talc and face powder line, is done in tones of dark green, purple and buff, against which a graceful classic dancer is poised over scattered rose petals. It is the type of container that most women would gladly save, long after the powder is gone.

*Not since Cervantez wrote Don Quixote
300 years ago has any Spanish writer
taken the world-position now held by
the great Ibañez.*

A SERBIAN NIGHT

By

VICENTE
BLASCO IBAÑEZ

Author of

"The Four Horsemen of the Apocalypse"

in

Hearst's for August

*Hearst's is the most expensive to produce
of all magazines. It contains not only a
greater variety of editorial material, but
a larger quantity and a finer quality than
any other magazine.*

Have you looked through a copy lately?

When the "Charms" brand of assorted-flavor candy was put on the market and extensive advertising planned, which included street-car cards, posters and newspaper display, the agency took charge of the designing of all the labels. For advertising men know how vitally essential to a campaign of this character the labels are.

An artist, temperamentally equipped to visualize this line, painted peaches, cherries, oranges and other fruits and berries as they should be painted for label purposes and with appetite-creating skill. But he did it with several definite objectives in mind. These labels had to be designed so that when interpreted in pen and ink, for newspaper work, they would still be alluring. The various flavors had to be quickly identified when on display, for men rushing to their trains would have no time for details.

The National Biscuit Company, from its inception, saw the advertising value of labels, and to forestall the out-of-date problem, made the subject matter non-committal. All N. B. C. advertising contains the packages in miniature. Poster designs give them a liberal share of the space. Here again, however, is a case where cleverness shown when the labels were laid out makes it unnecessary for them to be tampered with, even after a lapse of many years.

As there are many new advertising accounts and many new products, the proportion of excellent, modern looking containers is constantly increasing. Old timers will probably have to consider progressive competition. There are some observers who contend that they must do one of two things—create new lines of their own with competing labels, or embellish the old ones.

Porter Again With Snow and Staff

H. N. Porter, after serving in the United States Navy during a period of two years, is again with Walter B. Snow and Staff, Boston.

Profit Sharing Introduced in 1829

Profit sharing has been used in various forms since at least 1829, being most active in the last forty years. Pioneers in profit sharing, such as Lever Brothers, of Port Sunlight, England, and Cambridge, Mass.; N. O. Nelson Manufacturing Company of the model town of Leclair, near St. Louis, Mo.; Procter & Gamble, of Ivorydale, O., and numerous other smaller or less known companies have operated on the profit sharing plan successfully for over a quarter of a century.

As with many other fundamental and social movements, profit sharing clearly came from the old countries, for one of the first successful profit sharing plans in the United States was founded in Leclair, Ill., named after the "father of profit sharing," Monsieur Leclair, of Maison Leclair, Paris, France.—*Magazine of Wall Street.*

Become Stockholders at Time of Birth

Custom decrees that every Indian baby born in the little native village of Hydaburg on Prince of Wales Island must become a stockholder in the co-operative store maintained there by the natives under supervision of the United States Bureau of Education, according to Charles W. Hawkesworth, district federal school superintendent of Southeastern Alaska.

Hydaburg was established in 1911 by a group of progressive natives and the co-operative store was opened. Every person who originally settled in the town was a stockholder in the establishment and every native who migrated there took out stock until now not even the babies are excepted from being members of the business.

Kemp With "Western Baker"

Hulbert A. Kemp, formerly managing editor of the *Bakers' and Confectioners' Review*, Los Angeles, is now advertising manager of the *Western Baker*, San Francisco. He was advertising manager of the Stromberg Motor Devices Company, Chicago, and business manager of the *Scale Journal*, Chicago, prior to his connection with the *Bakers' and Confectioners' Review*.

"Millinery for Mermaids"

An attempt to draw attention to an article, regularly sold in a drug store, but seldom considered an article of great importance, in terms of comparison, by such stores, is illustrated by a recent advertisement of the Owl Drug Company, Seattle, dealing solely with women's bathing caps, which caps, pictured as coverings for the heads of mermaids, are described as "Millinery for Mermaids."



"For B'AR!"

McJUNKIN advertising and merchandising campaigns are loaded for *Big Game*. Our first thought is: Wherein lies the Dominant selling argument? We believe the real high-powered modern weapon of merchandising is a sales campaign based upon a great single *master* selling thought. This Dominant Idea is not an external evolution—it *must* come out of the business itself.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."



McJUNKIN ADVERTISING COMPANY

CHICAGO ·
59 WABASH AVE.

NEW YORK ·
450 FOURTH AVE.

CLEVELAND ·
NEWS LEADER BLDG.

Banish the Guess

IN ordinary business, opinion has its value.

But opinion as to what merchandise—what package—what media—what *advertisement*—will capture the public, has little or no value.

For in business, you deal with concrete known facts.

But in selecting and advertising merchandise, you deal with the great unknown—public taste.

Whenever opinion has foretold the success of any of these things, the forecast has been an accident.

And where one such opinion has

Street

Pay-as-you-enter

171 MADISON AVENUE

from Advertising

proved a success, a thousand such opinions have fallen down in flat failure.

* * *

Street & Finney do not use opinion to fathom public taste.

They determine taste by *proof*.

They determine what merchandise, what package, what media, what advertisements the public wants, by a new method that banishes the guess out of advertising.

We will discuss this method with manufacturers with Vision, who wish to extend their operation in a large way.

& Finney Inc.

Established 1902

Advertising

NEW YORK

THE FARMER'S WIFE

is a WEBB publication

ADVERTISERS tell us that they learn from their correspondence with customers that the name "Webb" means Prestige—Respect and Reader Confidence.

Webb Publishing Company is now the recognized headquarters for text books on Agriculture and Home Economics in the United States. Thousands of farmers and farm women in every state have studied their lessons from Webb text books.

Another of the Webb publications is The Farmer—one of America's outstanding farm papers. The same Editorial Service, Sound Circulation and Progressive Policies that have made The Farmer famous are back of The Farmer's Wife.

Over 750,000 farm women subscribe for The Farmer's Wife and look to it as their own magazine—for twenty-two years the only one edited exclusively for them.

THE FARMER'S WIFE

A Magazine for Farm Women
ST. PAUL, MINN.

Western Representative
STANDARD FARM PAPERS,
Inc.

1341-45 Conway Bldg.
CHICAGO



Eastern Representative
WALLACE C. RICHARDSON,
Inc.

381 Fourth Avenue
New York

MEMBER AUDIT BUREAU OF CIRCULATIONS

Midvale Steel's Treatment of the Home Market

Details of Pension, Home Building and Representation Plans

By Roy Dickinson

CHARLES B. DICKSON, Vice-President of the Midvale Steel & Ordnance Company, in a speech before the American Society of Mechanical Engineers in Philadelphia dubbed an aristocrat as a man who tries to get out of the social order more than he contributes to it. He said there were a discouraging number of "aristocrats" in America, from the hobo who comes to the back door to receive his unearned bread to many Napoleons of finance, politicians, kings and kaisers.

It has become more and more evident in the growth of industrial relations and their study that the spirit back of the plan is of far more importance than the plan itself.

The bonus system and profit sharing, good as they are, have also their tremendous disadvantages and a recent article on the subject of profit sharing traces some tremendous failures in the development of the idea, and warns against accepting the idea as a cure-all. Many a good "welfare" scheme, profit sharing idea or pension plan becomes sadly wrecked on the rocks of wrong presentation and lack of sincerity. Mr. Dickson's known views on the subject of industrial relations, which have caused him to be called "socialistic" by more than one ultra-conservative, lend peculiar interest to the recent announcement of his company.

The plan was established at a meeting of the Board of Directors on May 7th. The complete statement of conditions under which pensions are to be paid with the main features of administration are listed below. The pension and housing problems are before the attention of many executives today. The Midvale plan, together with details of the home building plan for employees follow. In

the pension plan a distinctive feature is the payment of a uniform pension of thirty dollars per month to employees eligible under the requirements, regardless of position or wage previous to retirement. The Midvale statement follows:

ADMINISTRATION

The pension plan will be administered by a Pension Committee, appointed by the president of the company. This committee may adopt rules not inconsistent with any of the conditions herein set forth.

The Pension Committee shall decide all questions arising out of the administration of this pension plan, subject to the right of appeal by any employee to the president of the company within thirty days after notice to the employee of the decision of the Pension Committee. The action of the president on such appeals shall be final and conclusive.

All of the funds required for the payment of pensions will be provided by the company.

EMPLOYEES ELIGIBLE FOR PENSION

Employees of Midvale Steel & Ordnance Co., or of any of its subsidiaries, or of any other company a majority of whose capital stock is owned or controlled by it, or by any of its subsidiaries, may obtain pensions under the following conditions:

In order to inaugurate this pension plan:

On July 1, 1919:

All employees who on that date have been twenty-five years or longer in the service, and have reached the age of 70 years or over, will be retired and pensioned. All employees who on that date are sixty-five years of age or over, and who have completed twenty-five years of

service, will be eligible to receive pensions.

After July 1, 1919:

All employees will be retired and pensioned upon reaching the age of seventy years, provided they have previously completed twenty-five years of service.

All male employees will be eligible for pensions when they reach the age of sixty-five years, provided they have previously completed twenty-five years of service.

All employees who, after attaining the age of sixty-five years and before attaining the age of seventy years, complete twenty-five years of service, will be eligible for pensions upon completing twenty-five years of service, and may be retired and pensioned either at their request, or at the request of the employing officer.

All women employees who have completed twenty-five years of service will be eligible for pensions when they reach the age of fifty-five years.

DEFINITION OF SERVICE FOR PERIOD PRIOR TO JULY 1, 1919

Time lost prior to July 1, 1919, by reason of leave of absence or suspension not exceeding six months, or temporary layoff on account of reduction in force, or disability not exceeding two years, shall not be deducted in reckoning the length of service.

Dismissal, voluntary withdrawal from the service, or cessation of service by reason of absence in excess of the above prescribed limitations, followed by reinstatement in the service within two years, shall not be considered as breaks in the continuity of service, but the time thus lost shall be deducted in reckoning the length of service.

DEFINITION OF SERVICE FOR PERIOD BEGINNING JULY 1, 1919

No credit in reckoning the length of service will be given for time lost from and after July 1, 1919, through leave of absence, suspension, disability, or through

lay-off in other than seasonal occupations.

Employees will lose all credit for previous service if they remain absent from the service longer than six months on account of leave of absence or suspension, or longer than two years on account of lay-off due to reduction in force, or disability; provided, however, that employees injured while on duty may retain credit for previous service until termination of the period for which statutory compensation is payable, if such employees then immediately return to work.

Employees who voluntarily quit the service will lose credit for all previous service.

Employees who are discharged from the service will lose credit for all previous service, unless re-employed within six months.

The Pension Committee in each case shall fix the date upon which the pension shall begin. The pension shall terminate with the payment for the month succeeding that in which the death of the pensioner occurs.

Employees in military or naval service or other Government service in time of public emergency will receive special consideration in determining length of service.

A uniform pension of thirty dollars per month will be paid to each employee eligible under the foregoing requirements, regardless of position or wages or salary prior to retirement. Payments will be made monthly.

PENSION FOR PERMANENT TOTAL INCAPACITY

Any employee who becomes permanently and totally incapacitated as a result of disease or injuries for which compensation is not being paid or provided under workmen's compensation laws, and who has then been fifteen years or longer continuously in the service, shall be eligible for a pension. Where payments have been made under workmen's compensation laws, the employee shall be eligible for pension when such payments cease.

Any employee fulfilling the re-

quirements set forth herein may make application for a pension to the general superintendent of the works where he is employed, or the general superintendent may recommend a pension for him.

Blank application forms may be obtained at the general office of the works.

The facts set forth in the application blank will be investigated by the general superintendent, and the application will be forwarded by him to the secretary of the Pension Committee, with his recommendation.

GENERAL REGULATIONS

No assignment of pensions will be permitted or recognized by the company under any circumstances; neither shall pensions be subject to attachment or other legal process for debts of the beneficiaries.

Part time employees, i. e., those rendering intermittent service or retained in a consulting capacity, but not governed by regular hours, will not be eligible for pensions.

The establishment of this pension plan shall not limit, in any manner, the right of the companies, through their officers, to discharge any employee.

This pension plan is purely a voluntary provision on the part of the company, for the benefit of employees after long and faithful service, and does not constitute any contract, or confer any vested or legal right upon any employee.

This pension plan may be changed by the board of directors of Midvale Steel & Ordnance Co. at its discretion.

In the latter part of 1918 the Midvale Company posted a notice in several of its plants which after stating that the board of directors and the officers of the company recognized the fact that the prosperity of the company was inseparably bound up with the general welfare of the employees, wished with their co-operation to establish a plan of representation which should govern all relations between the companies and the men. In accordance with the notice the employees met and elected representatives from va-

rious departments. These in turn elected a committee of thirteen to go to Philadelphia and confer with the officers of the company. A tentative plan of representation was then submitted, was taken up item by item and discussed by the committee, changed in many important respects and finally adopted. It was put up by the committee to the representatives in the several plants, adopted and put into effect. In this way the company found out objections in advance instead of handing down from above a ready made scheme.

A secret ballot is taken on the plan as finally adopted, and one representative is elected for each 300 workmen. All elections are held under employee supervision. All candidates for office must have been in the employ of the company for over a year. After the election the representatives of each plant meet and elect from their number a plant conference committee. Any grievance may be presented either in person or through a division representative.

If a satisfactory adjustment is not secured the man with a grievance may then present it in writing to the plant conference committee.

In the event of a disagreement there the matter is referred to a committee consisting of the general superintendents of all the plants of the company, and all the members of all the plant conference committees. This combination is known as the general committee. If there is still a disagreement the point at issue is arbitrated. One man is elected as arbitrator if all parties agree on him, otherwise there is formed a board of three arbitrators, one selected by the president of the company, one by the employee member of the general committee, these two to select a third. Their decision is binding on the company and employees.

Once every three months there is a combined meeting of all elected representatives with the company officials to discuss matters of general interest. In other

words the Midvale Company doesn't wait to meet with the men until some point of dispute arises. They work on the assumption that if men and management get into the habit of meeting in fair weather to discuss points of agreement, when foul weather comes both parties will approach their differences in a spirit of give and take. This type of meeting educates both sides. It disabuses the workman's mind of the thought that company resources are a never ending reservoir from which the employer can raise wages whenever he will by a mere turn of the spigot.

He learns something about overhead, the difficulties in selling the product, about the dependence of marketing upon economical production, and gets more of the management's point of view by having some responsibility in helping to handle management problems.

The company officials on the other hand when they sit at conference with Mike and Pete and Bill, duly elected representatives of their fellow workers, find that labor is not a commodity like raw materials, but men with ideas, ideals, and aspirations. The double sided education is most valuable, and the advertising manager in many a plant could get some interesting copy suggestions for both intra-plant and external advertising by attending these joint conferences.

Let us take one example of how the plan works at Midvale. Lack of adequate housing has been the cause of many a serious strike in this country. Very often the first intimation the management has is a notice from the men that they will quit unless they and their families have a decent place to live like American citizens.

At Midvale the existing machinery works differently. The company gets the benefits of the men's ideas, and the plan as finally put into effect has the good will of the men. The curse of paternalism is obviated.

At a meeting of the elected representatives of employees and

officers of the Midvale Steel & Ordnance Co., held in Philadelphia, May 10, 1919, the employees' representatives asked that the company extend its activities in the direction of improving conditions in the various communities in which its works are located by acquiring property and building homes for employees. At a meeting of the board of directors held July 4, a fund of \$2,500,000 was voted for the carrying out of a home-building plan. A committee consisting of A. C. Dinkey, A. A. Corey, Jr., D. Brewer Gehly, J. M. Milliken and H. M. O'Brien will formulate a plan for home building and to administer it.

All applications for loans to employees for home building must be in writing on printed forms. Appraisals of property values are to be made by an agent or agents of the committee and all building plans and contracts for construction of buildings must be approved by the committee or its agents. The employee is required to provide at least 10 per cent of the total value of the building property; the remaining 90 per cent will be loaned by the company at 5 per cent. No loan will be in excess of \$8,000. Payments are to be made in monthly installments to be deducted from wages. The maximum term of the loan is twelve years. The purchaser has the right at any time to pay off any part or all of the loan. Taxes are paid by the company and charged against the loan account of the purchaser, and the same provision is made as to insurance. Monthly payments include interest, and interest is charged against the net balance due at the beginning of each month. The remaining provisions of the plan are given in full below:

In the event of the permanent incapacity of purchaser through illness or accident while an employee of the company, or of any of its subsidiaries, or of his death while so employed, he or his legal representatives may continue the payments under the contract; or, if they so elect, may cease the

THE HOME SECTOR

A WEEKLY FOR THE NEW CIVILIAN

CONDUCTED BY THE FORMER EDITORIAL COUNCIL OF

The Stars and Stripes

First Issue — *Dated September 20th*
On Sale September 17th
Closes August 25th

Type Page — $7\frac{1}{4}'' \times 10\frac{13}{16}''$

Line Rate — \$1.50

Page Rate — \$650.

Circulation — *300,000 guaranteed;*
95% net paid average
first six months,
with pro-rata rebate.
Member A. B. C.

FIRST ISSUE CLOSES AUGUST 25th

For further information, address

Butterick— *Publisher*

Butterick Building,

New York City

What It Means to the Advertiser

**"MEMBER OF
THE ASSOCIATED
BUSINESS PAPERS, Inc."**

WHAT the modern tool-maker means to the skilled mechanic; what the producer of labor-saving machinery means to the manufacturer; is pretty close to the meaning of the A. B. P. type of Business Paper to the advertiser.

Other things being equal, the advertiser's power of expression is proportional to the character of the advertising tools available. He must *use the right tool*, or he may be as badly handicapped as the mechanic who tries to make an ice pick do the work of a screw driver. Incidentally a good tool in the wrong place is just as wasteful as the poor tool in the right place.

The Associated Business Papers, Inc., aims to assure the advertiser of an advertising tool of precision, of proven gauge, power and producing ability, with uniform standards of measurement and merit.

Only such papers as can subscribe in good faith to the Ten Standards of Practice, are admitted to membership. These standards constitute a practical,

working set of principles unsurpassed in any field of advertising or publishing.

A detailed, verified *circulation statement must be furnished* by A. B. P. members, but a paper may do this and still fall short of proper standards in other essentials. So our members are required to maintain *nine other standards* of even more importance to discriminating buyers of space.

These select publications, second to none in any field, are being given preferred consideration not alone because they have *deserved it*, but because *it pays the advertisers*.

A National Information Bureau

Our Headquarters Office welcomes inquiries from advertisers or others interested in Business Papers. Having no interest whatever in the sale of space, it can work disinterestedly in helping advertisers get the maximum of results at minimum cost. No obligation attaches to this advisory service.

Would you like a list of the A. B. P. papers and their Decalogue of publishing standards?

THE ASSOCIATED BUSINESS PAPERS, Inc.

The National Association of Business Papers

HEADQUARTERS

220 West 42d Street, New York City

Business Press Department A. A. C. of W.

payment of installments, in which event the total of the principal sum which has been paid on account of the loan shall be returned to the purchaser or his legal representatives; but all interest paid shall be retained in lieu of rental for the use of the property. Proper adjustments will be made with respect to amounts paid for taxes and insurance.

In case the purchaser ceases to be an employee of the company, or of any of its subsidiaries, he may, within sixty days complete the payment of all deferred installments, interest and charges of whatsoever kind due, thus securing a clear title to the property. Otherwise the company will return to the purchaser the principal sum of money paid by him on account of the loan, but all interest shall be retained in lieu of rental for the use of the property. Proper adjustment will be made with respect to amounts paid for taxes and insurance.

Title to all property purchased by employees under this plan will be taken in the name of the company or in one of its subsidiaries, and a contract of sale will be entered into with the purchaser providing for the delivery of a deed to the property at the completion of the payment of all installments, interest, or other charges thereon.

In addition to assisting employees to acquire their own homes, one of the objects of this plan is to increase the number of houses in the communities in which the several works of the company are located. Employees who expect to secure loans are therefore urged to plan to build rather than to buy existing houses.

The widest latitude in keeping with sound judgment will be allowed employees in selecting the locations of their homes. However, no loans will be made for the purchase or building of homes in localities which in the judgment of the committee do not afford a healthy social and physical environment.

While the company owns or controls building lots at Coatesville and Johnstown, Pa., which

are desirable for building purposes, and which will be sold at reasonable prices, it is not the intention of the company to restrict employees to these properties in making their selection of a location for their homes.

The company is willing to loan 90 per cent of the total value of the completed home. However, the Home Building Committee recommends that the purchaser make the maximum payment within his means, in order to come more quickly into full ownership, with the least possible expenditure for interest.

Handed down from above many points in any similar plan might have a bad reaction. When the men help work it out in advance, their objections are met, and the benefit of their ideas secured.

Many a manufacturer who would never allow one of his salesmen to adopt a patronizing position toward his customers, when he starts dealing with his workers adopts a "I'm going to do something for them, the poor devils" attitude, which wrecks his best laid plans and permanently discourages him with any modern ideas in industrial relations. The advertising manager who knows the other man's viewpoint can save his company much money, time and trouble by helping in the presentation of all intra-plant plans.

Glidden Company's Advertising Manager

Leslie Perrin, who has been sales promotion manager of the Adams & Elting Company, Chicago, and a member of the sales promotion department of the Sherwin-Williams Company, Cleveland, is now advertising manager of the Glidden Company, Cleveland.

Returns to "Boot & Shoe Recorder"

S. S. Newell, discharged from army service, has resumed his former connection as assistant Western manager in Chicago of the *Boot and Shoe Recorder* of Boston. He also will represent the *Exporter Recorder* and the *Edicion Latino Americana*.

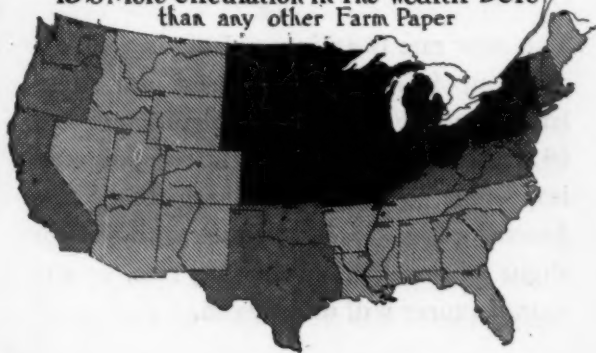
Announcing More Circulation and a Change in Rate

The Farm Journal goes on a 1,050,000 basis, effective with the October issue—\$6.00 a line, \$2500.00 a page.

In other words, the largest farm paper increases its leadership and gives advertisers larger service. With 13% more circulation than any other farm paper in

America's Wealth Belt,

13% More Circulation in The Wealth Belt
than any other Farm Paper



as well as more circulation for the whole United States, The Farm Journal announces this rate card, effective August 6th:

Per line	\$6.00
Center spread . . .	5500.00
Inside page	2500.00
Inside page in colors .	2750.00
Covers, inside . . .	2750.00
Fourth cover	3250.00
Center spread, colors .	6000.00

(Page rate applies only to full pages—not to smaller space)

These rates are based on a circulation of 1,050,000, of which 95% will be net paid. This virtually means a gross printing of 1,100,000 per month, the largest value ever offered by any farm paper.

This new rate is an increase of only 11½% over our former rate, whereas our three largest items of expense have gone up 45%, 64% and 132%, respectively. It is manifestly impossible to keep on making The Farm Journal a high-grade product without this slight advance in advertising rate, as any manufacturer will understand.

Subscribers Pay Extra Postage

The increased cost of mailing the paper to subscribers, brought about by the zone postage system, will this year be about $7\frac{1}{2}\text{c}$ per subscriber. This amount will be fully absorbed by the 25% increase in subscription price announced last winter, by the elimination of sample copies, and by various other economies made possible by our advertising campaign.

Most Circulation for Least Money

With the new rates fully in effect, our price will be .00557c line per thousand of circulation, as against .00562c for the second largest farm paper; .00617c for a national weekly; .00642c for a western semi-monthly farm paper; .00793c for a corn belt weekly of high reputation. Effective with the October issue, The Farm Journal's price per page, per thousand circulation, will thus be \$2.39, as against the \$2.53 charged by the second largest farm paper.

There is this additional difference: The Farm Journal has in its circulation no overdue arrears—for we know that subscriptions

which have expired and are not renewed are a liability to the advertiser rather than an asset to the publisher.

Will Maintain Leadership

Finally, advertisers will understand that The Farm Journal will maintain its leadership, both as to quantity and quality of circulation; its editorial supremacy; and the excelling presentation of advertising copy—with process color printing inside the book, as well as on the covers, a feature offered by no other farm paper. We can say very frankly that the advertiser is not being asked to pay for these improvements, as the present rate increase pays only a fraction of our steadily growing manufacturing costs. The raise may thus be said to apply only to that part of the paper devoted to advertising copy, while our increases in subscription price take care of the enlarged editorial service.

The Farm Journal

Washington, D. C.



the largest circulation paper

How Sales Correspondents Can Train Themselves to Write Better Letters

Constant Self Education and a Willingness to Learn From Contact With Primary Sources Are Big Factors

By Harrison McJohnston

A LEADING characteristic of all good sales correspondents is that they have acquired the important habit of teaching themselves.

In the West is a general sales manager who supervises, directly or indirectly, all the letters written in the various departments of his concern. Some of the self-educating methods of this man are interesting. He often goes to find out personally why a salesman did not sell a merchant the amount the sales manager felt the merchant should have bought. He wants to know whether his own judgment of what the merchant should have bought is correct. He satisfies himself on this point first of all; and then, and only then, does he try to find out why the salesman fell short—in case his judgment was right.

He gets all the facts by frankly telling the merchant why he is there. Incidentally in such talks he always gathers valuable information about many lines of merchandise. He says he never will get over the habit of going direct to the right source for information that is as important as this.

When he gets back to the office, he checks up on all the similar cases he can find in his records—and then he is ready to write letters to some of his salesmen; but especially is he ready to write to his list of merchants who did not buy what he knows they should have bought—or to merchants who did not buy the right quantities, which he feels to be as important as buying the right items.

He takes the same kind of interest in his mail-order department. One man in that department does nothing but check up

on results. He is an inside follow-up man, whose duty is to keep tab on the results of all mailings. This man has a daily session with his general sales manager. He must give brass-tack answers to all questions concerning mailings. If results in important cases are wide of the mark as anticipated by the sales manager—either distinctly more or less than the results expected—those are the cases to which the sales manager gives his personal attention; that is, he *himself*, if he possibly can do it, gets out and finds out from the addressee why his judgment was wrong; or if right, why the mailing failed. He considers that to be work of almost maximum importance.

As a result, this sales manager always has interesting facts to give his men when he goes into conference with them; and he never takes up the time of one of his correspondents or one of his road men until he has what he calls "real educational facts" to hand them. Incidentally, of course, he is constantly educating himself by this method; and he goes out of his way to get his men to do likewise.

MUST DIG FOR REAL INFORMATION FOR LETTERS

He is always absolutely frank with them; tells them when and where and how he got his information. He wants the road men to realize that the same kind of information might just as well be obtained and acted on while, or before, the sale is being made. He wants his correspondents to guard against the temptation of going off half cocked. He encourages them to go and get the

information they know they ought to have—to take the time and expense, no matter how long it takes them, nor how far they have to go for it.

When a correspondent finds that one of his letters did not get expected results, he knows it is up to him to find the reason for the failure; for he knows that sooner or later he will get the chance to tell his general sales manager what the reason is—and that Mr. Sales Manager will probably know the reason before he asks for it. He knows that his salary is based largely upon his ability to write better letters week after week rather than upon his ability to write good letters for the time being. He knows a good deal about the S. M.'s ideas on self-training; the S. M. sees to that as one of his main responsibilities. And the fact that this sales manager pays his men largely upon their ability to learn—which is only another way of saying that he pays them on the basis of results—keeps down the labor turnover in his organization.

But as this general sales manager points out, there is an important difference between paying his men on this basis and paying them on the basis of results alone. If the results come because a man has learned better how to get results, the house can be more certain of a permanent increase in results on the part of the salesman or the correspondent who gets the increase in pay. Both the road men and the correspondents in this case by the way, are paid on a salary plus commission basis. The increase is made in the salary; so that, as a rule, the man who makes the most in commissions also gets the highest salary. He really deserves more, of course, because the administrative or overhead cost of the men who sell the most, is lowest. The man in the mail sales division, whose sole duty is to check results, as mentioned above, makes possible the application of this system to the correspondents as well as to the salesmen. Say a sale to a merchant is closed by mail. If a salesman has called on him within sixty

days previous to the sale, the commission is split into two parts between the salesman and the correspondent. Each salesman calls on each "regular" customer at least once every sixty days.

As in the case of a great many good organizations of correspondents, nearly all the men in this department were at one time salesmen on the road; and they all like to keep in close touch with the outside men who cover their respective territories. Whenever one of these correspondents wants to pass a week-end with a salesman who is spending his Sunday in some centre out in his territory, he is always free to do it, to go a little early if he wants to, and stay a little late. And his expenses are paid by the company.

CHEAPNESS MUST BE FORGOTTEN

It is one of the main beliefs of this sales manager that expense should seldom if ever be allowed to stand in the way of enabling a man to learn something; and he has found that information must come, as a rule, from primary sources.

Said he the other day:

"I have observed that some men get a great deal more education out of their experiences than others. They let themselves be taught. If a college can teach a man to let himself be taught by all his experiences—that, in my opinion, is a good college.

"One important reason why advertising managers and sales correspondents and salesmen—for they are all in the same boat in this respect—switch their connections so many times, is because they begin too soon to think they have learned all there is to learn about their product and their market. They think they have reached their limit of development, whereas in many cases they have only gained a good start. They often do good work and make a good record. Somebody finds out about it and tempts them with a little more salary. This added to their own belief that they are too big for their jobs, causes them to yield to temptation and try to climb the steep ladder three or

Ten Million Lines In Seven Months

In seven months this year The New York Times published 10,262,770 lines, of advertisements—a gain of 2,669,727 lines, a greater volume and a greater gain than any other New York newspaper.

In July The New York Times published 1,464,833 lines of advertisements, 526,078 lines more than in July, 1918, surpassing all other New York newspapers in volume, and increase.

Objectionable and questionable advertising excluded.

The New York Times

"All the News That's Fit to Print"

four steps at a bound. Sooner or later they try to make a step that is out of their reach, and down they go. I have seen this happen in the case of three of my good friends within the last six months. I know that if any one of these men—all of them are in their early thirties—had stuck longer to any one of his recent positions, and had been willing to learn more, he would have been higher up the ladder—higher than attempted big jumps have taken him."

This sales manager, who was advertising manager of his concern at one time, is a real *general* sales manager, who by virtue of his eagerness and willingness to learn, has fitted himself for taking on the responsibility of every kind of selling effort made by his firm. Furthermore, he is beginning to be consulted frequently concerning problems outside his special work, problems of organization, production, and finance; for he is constantly learning more about all the major problems of business. This man spoke further:

"The aim of nearly all education for practical purposes is to develop power of accurate, deep, and constructive thinking. You can rarely get this out of books. You have to get it out of yourself. But there are really a lot of books that will help you do this.

"I feel that a man never ought to say that he is educated. It's a lifetime job for him. There are two ways of getting an education; and I believe that every man ought to use both ways as far as practicable. One is the formal academic way, in the class room of a schoolhouse. The other is the informal way, in office "class room," behind or in front of a counter in a store, at the bench, or at lunch, or on a picnic, or anywhere else a fellow happens to be. For all the experiences of a man go to make up his true education."

Thus this man gave expression to what is perhaps the greatest factor in learning to write successful letters—or to do anything else as it ought to be done—*willingness to learn to do it well*

—to "make good better and better best," as the saying goes. Once a sales correspondent gets into this frame of mind, it is easy for him to make his letters better—if not best.

Salesmen and the Anti-Entertainment Rule

Instructions sent to salesmen by various companies in their desire to comply with the letter of the federal law, which forbids entertainment of a customer by a representative of a commercial organization have placed these salesmen in a quandary.

Certain salesmen are endeavoring to ascertain if the law is violated when in a conversation with an old friend who happens to be a customer a cigar is offered.

One of the letters recently sent by a company to its salesmen, summarized, reads:

"Under the recent anti-graft law which has been passed by Congress, a salesman and the house which he represents are not allowed to give anything to any of their customers, not even a cigar, without being paid for, and a conviction has just been obtained in a case where a cigar was given.

"Please refrain from doing anything of this nature, as it will make us liable. Of course, such expenditures cannot be accepted on the expense sheet."

Ward Again With American Kitchen Products Co.

Harold L. Ward, who was a member of the American Expeditionary Force in France, has returned to the American Kitchen Products Company, New York, manufacturer of "Steere Bouillon Cubes."

He has been made sales and advertising manager, the position which he held prior to joining the army.

Appointment by "Physical Culture"

H. F. Campbell, formerly with *Etude*, Philadelphia, and later mail-order manager of the Paragon Short-hand Institute, New Orleans, has been placed in charge of the newsstand and mail-order book departments of the Physical Culture Publishing Company, New York.

Maas Represents "Tractor Journal"

Frank W. Maas, who has been advertising manager of *Power Farming* and who was later advertising manager of *Agrimotor*, is now eastern manager of the *Implement and Tractor Trade Journal*, Kansas City. His office is in New York.

Printers Prefer It

Printers prefer Foldwell because it handles better and delivers a more pleasing and satisfactory job.

Your printer knows that with Foldwell he can fold right through the finest half tones without impairing their appearance.

Foldwell is guaranteed to fold without breaking. It insures your direct advertising from the abuse of the mail bag.

If you want to be sure your sales message reaches your prospect clean and whole, specify Foldwell. Demand the original. There is no substitute.

"Paper as a Factor in Modern Merchandising" is an interesting booklet. Let us send you a copy. Ask for it on your letterhead.

CHICAGO PAPER CO.

843 S. Wells St., Chicago, Ill.

Foldwell
TRADE MARK



Shipyards




Here is a partial list of the equipment and materials bought in large quantities by steel and wood ship-building yards:

<i>Anchors</i>	<i>Pipe</i>
<i>Bearings</i>	<i>Plates and Shapes</i>
<i>Boilers</i>	<i>Pumps</i>
<i>Brackets</i>	<i>Punches</i>
<i>Castings</i>	<i>Rail Irons</i>
<i>Chain</i>	<i>Riveting Hammers</i>
<i>Combings</i>	<i>Shafts</i>
<i>Condensers</i>	<i>Shears</i>
<i>Cranes</i>	<i>Spikes</i>
<i>Engines</i>	<i>Tail Shafts</i>
<i>Forgings</i>	<i>Ventilators</i>
<i>Machine Shop Equipment</i>	<i>Wire Cable</i>

THRU THE I

s Are Buying!



Are you getting your share of this trade?

Shipbuilders read *The Iron Age* closely because it carries commodity prices and is the authority on them.

Your sales message in this medium will consequently be seen, read and *acted upon* by buyers in this incredibly rich field. It's the most economical and effective method you can adopt.

Send us your catalogue and we will outline with no obligation a campaign to get your products to the attention of this tremendous buying unit.

THE IRON AGE

The World's Greatest Industrial Paper.

239 WEST 39TH ST. NEW YORK CITY.

Charter Member A.B.C and A.B.P.

E IRON AGE



MYRON C. PERLEY

announces his resignation as
Art Director of Erwin & Wasey
Company, Chicago, and his asso-
ciation with Fred S. Bertsch and
Oswald Cooper under the name of

PERLEY, BERTSCH & COOPER

A Counsel, Art and Typographic
Service for the planning and pro-
duction of *complete* advertisements.

This new organization represents
a pooling of talents and experi-
ence as logical as it is unusual—
a combination of personnel and
resources in which discriminat-
ing advertisers and agencies will
discern the promise of a service
more practical and comprehen-
sive than any hitherto available.

59 EAST VAN BUREN STREET
CHICAGO

Structural Feature of Product Not a Trade-Mark

Barrett Company Is Denied Registration for Embossed Roofing

FROM the standpoint of advertising and goods identification, it seemed a happy inspiration that recently came to the Barrett Company for an imprinted or embossed trade-mark on its Ready Roofing. The element of novelty involved, no less than the promise of a label inseparably associated with the specialty, apparently made the trade-mark well worth fighting for. But the court of last resort at Washington has upheld the tribunals of the U. S. Patent Office in a refusal to accept the imprint as a registrable trade-mark.

The commercial badge for which the Barrett Company sought Federal sanction consists of a design formed by horizontal and vertical lines embossed or indented into the material so as to make the entire surface of the roofing corrugated in squares. The roofing manufacturer congratulated himself on the manifest virtues of such a mark. It was one that it would be practically impossible to obliterate. So long as even a small piece of the material remained intact those familiar with the mark would recognize it. Furthermore, it was a type of mark that could not be removed by accident or handling, yet it could not injure the goods nor interfere with their selling qualities. Finally it is a mark which by its omnipresence renders it almost impossible for unscrupulous dealers to palm off spurious goods. When an all-pervading trade-mark is missing, suspicion of the origin of the goods is apt to be almost instinctive.

The manifest advantages of the Barrett mark were heavily countered, however, when J. W. Milburn, U. S. Examiner of Trade-marks, declined to admit the design to registration at the Trade-mark Division at Washington. He looked upon the roofing mark as in reality "a mere structural fea-

ture of the goods designed and intended for their ornamentation." He squared this conception with a ruling of some years ago which denied trade-mark status to a representation of a band with eyelets therein and cross-lacings connecting the eyelets—that novelty having been devised as a means of identification for Peyser gloves.

An appeal to authority higher up at the Patent Office brought no redress. Assistant Commissioner of Patents F. W. H. Clay upheld the Examiner in his attitude. He said: "I think nobody seeing a piece of this roofing for the first time could possibly suppose that this ribbed effect was for the purpose of indicating the origin or the maker of the goods. He would suppose, of course, the ribbed surface was either for some mechanical purpose, or for ornamentation. The applicant has filed affidavits to the effect that it intended this marking to be indicative of ownership and not primarily for ornamentation. But this is not a material matter. The meaning of a trade-mark, like a reputation, depends upon what others think of it and not what the owner thinks of it.

"A trade-mark must not only be distinctive, but its distinctiveness must reside in something others have not an equal right to use; and above all it must convey the impression that it is a trade-mark. It must look the part. Otherwise it is not distinctive. The applicant's alleged trade-mark is not something distinct from the thing marked, but is a part of the thing itself.

"The applicant suggests that if its mark had been one or two squares stamped in the corner of the sheet of roofing there would have been no objection to its registrability if new, and asks what reason there is for refusing registration merely because the appli-

cant has applied the mark all over the surface of the goods. The answer to this is, that by applying the mark all over the surface the mark ceases to be a mark on the surface and becomes the surface itself. The mark, if there was one, is entirely lost by the mere fact of uniform repetition over the whole surface. It is no longer capable of appealing to the beholder as a mark of origin but would inevitably create the impression that it was something else."

Loath to forego any element of the protection that might be invoked for what it accounted an ideal trade-mark, the Barrett Company carried its grievance to the Court of Appeals at Washington but with no greater degree of satisfaction in the outcome. The highest court authorized to pass upon controversies of this kind affirmed the decision at the Patent Office, taking the ground that the surface of the goods in this instance does not denote origin or anything which would indicate a trade-mark use, but that instead the corrugated surface is a mere structural feature of the goods and that as such the design is not registrable as a trade-mark.

The roofing manufacturer has been insistent, feeling that he had a precedent in the issuance, some time since, of a certificate of registration to the Capewell Horse Nail Company for a mark that seemed to possess many points of similarity. However, the Assistant Commission of Patents pointed out that the intersecting lines or check marks stamped on the faces of the nail head cover but a small portion of the surface and ventured the prediction that if this design had covered the entire surface of the nail the courts would have held that it was not a trade-mark. Not long ago Assistant Commissioner Clay, by a similar process of reasoning, rejected as "an ornamental design and a safety device" rather than a bona fide trade-mark an arrangement of staggered or offset lines covering the face of stock paper for negotiable instruments manufactured by G. W. Todd & Co.

Kicking Over a Cigar-Store Tradition

Why should tobacco stores have to be open on Sundays, anyway? This is a question which has been taken up in a serious manner by the executives of the United Cigar Stores Company and the conclusion has been reached that there is no valid reason at all. Thus it happens that last Sunday all the United Stores in the United States were closed, with the exception of a few located at summer resorts and the new policy is to be continued in the future.

"Tradition has compelled cigar stores to remain open seven days a week," says the advertisement announcing the change.

"Tradition has been responsible for a big majority of the world's evils.

"We are firmly convinced that the world has outgrown any tradition that compels a week of seven days' labor.

"We ask your Saturday patronage to take care of your Sunday needs."

A window sign made use of an apt cartoon in connection with the change in the working week. A cigar-store proprietor was pictured in the act of kicking over a wooden Indian, typical of the ancient Sunday-opening tradition.

To Protect Name of "Stars and Stripes"

In order that the name *Stars and Stripes* may not be adopted as the title of a private publication, Secretary of War Baker has urged the House military committee to enact legislation which would give the U. S. Army the sole right to use the name for a periodical.

U. P. S. Has New House-Organ

The United Profit Sharing Corporation, New York, has started a house-organ called "Ups," to be sent customers and prospective customers. Its purpose is to increase the number of concerns now packing U. P. S. coupons by creating a wider interest in their collection.

General Chemical Profits

The General Chemical Company for the six months ended June 30, 1919, reports surplus after charges and Federal taxes of \$1,780,432, equivalent after preferred dividends to \$8.01 a share earned on the \$16,519,200 common stock, as compared with \$3,262,468, or \$16.99 a share, in the corresponding period of 1918.

Oppenshaw Leaves Rownsdon, Drew & Clydesdale

M. Oppenshaw, is no longer with Rownsdon, Drew & Clydesdale, Inc., New York, of which firm he was advertising manager.

Philadelphia is a morning newspaper city.

The Record is the only Democratic newspaper in Philadelphia.

You cannot reach the readers of the Record through any other morning newspaper.

THE PHILADELPHIA RECORD

"Always Reliable"

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

New York
Fifth Ave. Bldg.

Breaking an Advertising Silence of Twenty Years

Change in the Nation's Habits Shows Opportunity for Advertising the Whately Exerciser

WHEN this generation was twenty years younger, the advertising of the Whately Exerciser Co. was familiar to all young men of an athletic turn of mind. The exerciser was devised of elastic cords running over pulleys and was found to be a convenient method for keeping in the pink of condition without resorting to a gymnasium. It had been introduced about five years before, and while it was a novelty it was given the publicity it deserved. The results were good. Most people knew the general principles of the device and its value as a body builder, and a steady business was developed.

Then, after five years, the advertising ceased. The Whately Exerciser retired from the limelight of advertising, and for a score of years nothing was done, or practically nothing, to keep it in favor through the printed word.

One form of publicity that was kept up was the window demonstration. Most everybody living in the larger cities, at some time or another, has stopped on his way to lunch to join the crowd in front of a sporting goods dealer's window. It was thrilling to watch the Apollo in a gym suit pulling the spring cord over little pulleys, swinging his body with cat-like grace and visibly increasing his muscular development while you wait.

This kind of advertising, which is good as far as it goes, will be continued and extended to reinforce the printed campaign just opened. A dozen athletes will travel from city to city and hold the crowd spellbound by their agile movements. Then the spectators will go home and read about it in the advertising. After which they will measure up their bedroom space to see where the exerciser

would fit in between the dresser and the closet door.

The reason for the return of this firm to the fold is of interest to all manufacturers. It was the result of a decided change in the habits of the American public. There was a time when the young man who wanted exercise would go to the ball grounds and take it by proxy. Or he might shoot the ivory balls over the green table for a couple of hours and call it a day. But now he is not satisfied to be a mere looker-on. Since the war he wants to *play* the game. He likes the way his sleeves bulge when he crooks his elbow. He wants to keep that bulge.

ALIVE FOR THE CHANCE WHEN IT OFFERS

Changes like this affect the popularity of one product or another, and these are times of rapid change. The alert merchandiser keeps in touch with them. Most of us were astonished when we read the statistics of the selective draft boards, showing that about one-third of our young men were turned down owing to some physical defect. But this firm saw the connection between such facts and the wide publication they received, and the marketing of a device that would build up the body.

The rejected men would be humiliated at their condition. They would look about for some means of pulling themselves together.

Then when the boys began to come back, hard as nails and fit as fit, it was evident that the time was ripe for a campaign featuring the exerciser as something to keep the ex-service man up to a concert pitch. There was a second class of prospects.

No one could fail to notice that the great American public, or that part of it within the draft age,

(Continued on page 93)

It Is to Your Interest to Be Well-Established in Washington

To be accepted by Washington's cosmopolitan population is a forward step toward national demand. The direct way to the attention of Washington's public is through the Washington Star. Local merchants know its publicity value—and see to it that their stocks reflect its advertising columns.

The accompanying letter is significant. It attests to results that are typical of advertising in the Washington Star. Thus can every good product be started on its way toward national success.

**RICHARD SPENCER PALMER
COMPANY**

BOOKERS

13 Warder Building,
Washington D. C.,

July 2, 1919.

MR. FLEMING NEWBOLD,
The Evening Star,
Washington, D. C.

DEAR MR. NEWBOLD:

For some time I have desired to enlighten you as to the real tangible results obtained by using the *Evening Star* as a medium of advertising Jiffy-Jell.

I had conceived the idea that the *Evening Star*, together with our retail sales force, would create the distribution desired both by the manufacturer and myself; so I suggested the idea to the manufacturers and they very kindly offered the co-operation of advertising in your paper, and as a direct result, we increased our distribution on Jiffy-Jell from about 40% to 90% in about six weeks.

These facts are so extremely gratifying to me that I felt it almost my duty to inform you of same, and take this opportunity to do so.

With best wishes and kindest regards, desire to remain,

Very truly yours,

RICHARD SPENCER PALMER CO.,
Per R. S. PALMER

Ask our Statistical Department to give you a resume of conditions here as affecting your specific product.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

An Organization not~ an Aggregation

CRITCHFIELD & COMPANY is not a mere aggregation of individuals but a smooth-working, firmly-welded advertising *organization*.

We believe in individual ability. We buy the best we can get and allow each man the widest scope for the exercise of his individual talents.

But we believe our clients are entitled to our *collective*

ability—to the full benefit of all our man power—so we function as an organization.

The value of this policy to our clients has been demonstrated over a period of more than a quarter of a century. May we send a representative to explain in detail the service which we are in a position to offer you?

Critchfield & Company

CHICAGO • DETROIT • NEW YORK • MINNEAPOLIS



JOHN H. KERSHNER
DISTRIBUTOR OF
① TRACTORS, MOTOR TRUCKS, AND
ACCESSORIES

REFERENCE
FIRST NATIONAL BANK

NORTON, KANSAS

July 5th 1919.

Power Farming Press,
St Joseph Michigan.

Gentlemen;-

I am pleased to submit herewith list
of names of my prospects and customers in this
vicinity. They are all progressive farmers, and as
a matter of course are intrested in power farming
equipment. ②

My business is confined exclusively to
power farming machinery, and any help you may be to me
by mailing sample copy of your valued paper, "Power Farming"
will be appreciated, and the favor will be returned at
the first opportunity. ③

④ Yours very truly,

J. H. Kershner

JHK/MSL.

Received in response, to POWER FARMING DEALER advertising.

- ① PFD reaches the cream of the tractor trade
- ② See how the dealer unconsciously backs up our story as to the class of power farmers
- ③ He is sold on POWER FARMING - he knows its practical value
- ④ WITH THIS EXPRESSED CONFIDENCE IN POWER FARMING DEALER, IN WHAT FRAME OF MIND IS HE GOING TO READ YOUR ADVERTISEMENT?

had formed new habits. The young men had been given intensive training to perfect their bodies. They had learned to take an interest in athletics, aside from getting up to stretch at the seventh inning. Truth to tell, records of attendance on the sporting pages show that interest in the national game has by no means waned.

These were the facts seen by the Whitely Exerciser Company, and it acted upon them. By taking advantage of the popular interest in physical development it could make its advertising go over the top with a rush. It was a case of cashing in on the good work done by the drill sergeants. The educational part of the advertising had been done by Uncle Sam.

The advertising will cover the popular weeklies, motion picture and health publications, while business papers of the sporting goods trade will be used extensively. The plan is to continue advertising steadily in order to maintain the interest of the public in bracing, vigorous exercise. The copy links the ideas of clear thinking and well-tuned nerves and muscles, an appeal to the desk worker: "Enables you to concentrate forcefully all your mental powers, and exercise self-control. Helps you bring order out of chaos, and thrusts glorious health and success at your feet."

In other copy the women are given consideration, and the fact is emphasized that daily exercise gives the figure lines of grace and brings bloom to the cheeks. Beauty through health, and health through the exerciser, is the argument.

The men from the fighting front will be reminded that all the fistic champions from Corbett to Dempsey used this device in their training camps. The dealers will be informed of the popular advertising, through business papers and direct by mail material.

A representative of the company summed it all up, when asked just why he thought the present was the time to advertise after a silence of twenty years. "That's easy," said he. "Cherties are ripe. This campaign will shake the tree."

Coca-Cola to Widen Activities

In order that its business may be made world-wide, in scope a reorganization of the Coca-Cola Company, Atlanta, Ga., bringing a capitalization of \$25,000,000, is to take place, according to C. H. Candler, president of the company.

The present plans for this reorganization include the sale of the stock owned by the present shareholders to a syndicate represented by the Guaranty Trust Co. and the Chase National Bank, of New York.

Under the terms of the new arrangement, it is reported, the present officers of the company would retain their positions in control of the company.

The sale would include the name, the trade-mark, and the formula of Coca-Cola, which rights were originally purchased at a cost of \$500 by Asa G. Candler, Sr.

"Daily Garment News," New Daily Appears

The first number of *Daily Garment News*, New York, dealing with the garment field, printed in tabloid size, appeared on August 6.

This new daily is issued by the Ready-to-Wear Publishing Co., New York, which company was formed by John M. O'Connor, president of John M. O'Connor & Co., a publishing organization, New York, and Arthur J. Lewey, secretary, who is president of the Garment Salesmen's Association, New York. H. Murray Glass, former advertising manager of *Women's Wear*, is advertising manager.

Scrap Book for General Pershing

James Schermerhorn, publisher of the *Detroit Times*, has asked to have mailed to him clippings "containing the cream of the choice things published about General Pershing while he was on duty in Europe." Mr. Schermerhorn is preparing a huge volume to be suitably bound for presentation to the General on his return, and would like to have publishers forward to him at once the best Pershing copy they have published, either with or without illustrations.

Chicago Advertising Agency's New Offices

Greig & Glover, Inc., Chicago, have established offices in New York, Boston and Seattle. John Glover becomes manager at New York; Earl Burrage at Boston, and A. J. Izzard at Seattle.

Hyatt Appointed to "American Farming"

Joseph C. Hyatt, formerly of the Crowell Publishing Company, has been appointed advertising manager of *American Farming*, Chicago.

The Encyclopedic Booklet

Quaker Oats Find It Pays to Give the Reader Unselfish Advice

By A. L. Townsend

A MAN stood to one side patiently in a hay and feed store while others were being waited on. As soon as the store was cleared, he walked over to the proprietor and said:

"Mr. Randolph, I wonder if you could let me have another one of those poultry books? A friend would like to have one, and I can't afford to go without mine."

"Sure," said the hay and feed man. "Help yourself; but it's lucky you came in when you did. Only a few left. And I'm not sure I can get any more. The salesman was in this morning. He said the book was going into another edition. He might be able to let me have a hundred or so two weeks from now."

In that store were many other leaflets, folders and books. In fact, a bin-top was loaded down with them. And they had been there for a long while.

But all the customer cared about was the one produced by the Quaker Oats Company. It is a fifty-six-page book, printed on medium-good paper, in two colors—red and black. No attempt has been made to "pretty it up," but it's a wonder for level-headed helpfulness.

In this case, Quaker Oats is exploiting a dry mash for poultry called "Full-O-Pep." Passing by the cover, which is of a spirited cock-fight, with feathers flying, we come to the actual utility of the homely little brochure. It is part calendar, and hikes back, in this respect, to the glorious days of patent medicine almanacs. Smile if you please, but they were as revered as the family album in your grandfather's youth and, what's more, right now, they hang by a yellow cord, behind the door in kitchens of farms from here to there and back again. Some things never die. The farm almanac form of advertising is alive

and kicking, even if Hi Jimpson-weed does use a safety razor.

When the subject of a piece of free advertising printed matter for dealers to distribute was up for discussion, the Quaker Oats Company did not let go with a mass of highfalootin praise of the product, with a photograph of a Wisconsin hen which after eating the bran mash laid three soft boiled eggs and a Spanish omelette. It went at the job with rare wisdom.

First, that book had an editor—Albert Angell, Jr., a poultry expert. They said to Angell: "See here, tell about the product, of course, but let's issue a book that every man, woman or child who is interested in poultry will want to preserve for life. The book should be full to the brim with the tell-how, show-how spirit. Give us a book that a man's neighbor will borrow and then deliberately forget to return. We will not ask the dealer to give it away; we will make it so valuable that people will ask for it."

DISCUSSES ALL PROBLEMS

Page by page, the book was built as an authoritative little volume on all the problems that beset the poultry-man, large or small. To the man with six white leghorns and a rooster it is as serviceable as to the man with a thousand hens.

Some of the headings are indicative of the contents: "Making Progress in Egg Production," "Consult This Questionnaire When Your Hens Refuse to Lay," "How to Raise the Most Chicks," "How to Reduce the High Cost of Living," "Selection of Laying Stock," "How Best to Set a Hen," "Feeding Scratch Grains," "Secret of Securing Fertile Eggs," and "A Home-Made Poultry House."

Under the last head is described the actual construction of poultry

The Gateway to the Chicago Market

We know this market—the giant among the markets of the world.

Your profit lies in making use of our knowledge.

Write for details.

John A. Dickson.

*Advertising
Director.*



THE CHICAGO HERALD AND EXAMINER

New York Office:
Room 802, the Astor Trust Building.
Telephone Vanderbilt 1739.

Detroit Office:
Kresge Building.
Telephone Cherry 6618.

houses, with photographs of the models. Printed in red are twelve calendars, large enough for pen or pencil egg records day by day, and the month's total.

There are diagrams showing the exact arrangements of brooders, hen houses, trap nests, roosts, drinking fountains, oat sprouters and runs. The reader could construct any of these things himself by following the directions in the book.

Finally, there are sample monthly account sheets, made out in simple memo form, and there is page after page of blank duplicates of these. The owner may fill them in and keep accurate account of what his hens are doing. Twelve full pages are given to matters entirely independent of the product advertised. Then there are half tones of famous poultry meets, fanciers, hens and cockerels.

The Quaker Oats Company, in this department, runs a "Free Poultry Service Bureau." Whether your flock numbers a dozen or a thousand, this bureau is at your service. Ask Angell any questions you please; the letter will be promptly answered.

The product advertised is mentioned in the book, of course, but it is incidental to a hundred other educational matters. That book is valuable, very valuable. It is more than mere advertising; it is a compact answer to all poultry questions.

The company has decided that one way to get your booklets read and to insure distribution is to put into them the things that folks want to know—facts they hunger for. Thus the book becomes a permanent advertisement.

It must not be assumed that the Quaker Oats people have a monopoly on the idea. They haven't.

The best book the Burroughs Adding Machine Company ever put out was not a history of the machine itself but of mathematics, from the first crude symbol that was cut in stone by primitive man. Issues of the first edition, published fifteen years ago, are still held precious by business men.

The Fleischmann Company, of New York, manufactures compressed yeast for cooking purposes. Yet when its chemists discover the curative values of the product, a booklet is put out, with an attractive color cover, under the caption, "The Healing Power of Compressed Yeast." It has nation-wide circulation. The writer once found one on the counter of a little general store in a Connecticut town. The be-spectacled old proprietor said folks "drive across for miles to get 'em."

Complaints are frequently made that dealers will not distribute free booklets and that the consumer doesn't give a whoop for them, even if thrust into his hands. But this is true only when the printed matter itself is at fault and has some inherent weakness.

People simply will not constitute themselves walking reservoirs for advertising propaganda. They are not going out of their way to read about your factory and your processes of manufacture and how many different labels your various lines carry. But they will swallow the medicine with the candy if you sweeten up the book with human interest and instructive material.

Never fear; there is a strong undercurrent desire for knowledge. Supply it, and every dollar's worth of printed appeal will come home to roost.

Advertising Man Heads Fulton Truck

G. C. Sherman, president of Sherman & Bryan, Inc., advertising agency, New York, has been made president of the Fulton Motor Truck Company, New York.

Other changes in the personnel of the Fulton company are: Carl Page, vice-president, in charge of sales and advertising; and F. G. Saunders, of San Antonio, Texas, treasurer.

E. B. Van Hook, Vice-President of Atlas

E. B. Van Hook, formerly with The Fletcher Co., Inc., Philadelphia, has been made vice-president and general manager of the Atlas Advertising Agency, Inc., New York.

OVER**Advertising
GAIN**

Greatest Six Months
in the History of
The ORANGE JUDD FARMER

	Gain in Agate Lines	Per Cent. Gain
Commercial Advertising . .	94,877	58.1
Live Stock Advertising . .	51,260	108.8
All Advertising	148,564	66.5



**The
Orange Judd Farmer**

30 N. Michigan Ave., Chicago, Ill.

Part of
The
National
Farm Power

120,000 CIRCULATION

What of the "Overflow"?

Don't think that because certain
Magazines carrying your advertise-
ments, printed in the United States

Find their casual way

Across the Canadian border

That you are advertising in Canada.

Because this is only partly true.

If you want to advertise to Cana-
dians—

If you want to increase your business
in that

Great, prosperous and growing coun-
try,

Use the Native Press.

See that your advertising appears in

The Canadian Daily Newspapers.

Only then will Canadians see and
read your advertisements,

And take your invitation to buy—
seriously!

Overflow circulation will not turn
the trick.

There is proof of this.

The Daily Newspapers of Canada

One firm, relied for years on the advertising

He ran in the U. S. Magazines overflowing the border.

He was convinced to use the Native Canadian Press—

And his business grew ten hundred per cent

In the first year thereafter.

If you want to know rates, circulations, details of the probable market in this field, enter into correspondence with each or all of these papers—or established Advertising Agencies.

City	Population	Paper	City	Population	Paper
Halifax	52,000	Herald & Mail	Toronto	525,000	Globe Mail & Empire
St. John	55,000	Standard Telegraph Gazette	Winnipeg	225,000	Free Press Tribune
Montreal	750,000	Star	Regina	26,105	Leader
Quebec	100,000	Le Soleil	Saskatoon	21,054	Phoenix
Ottawa	101,705	Citizen Journal	Calgary	56,302	Herald
		& Times	Edmonton	53,794	Bulletin
		Citizen Journal	Vancouver	120,000	Journal Province
		Dailies			Sun
London	60,000	Advertiser Free Press	Victoria	45,000	Colonist

New Houses in South Bend

TO take care of the new workers coming to South Bend before the first of the year, 2380 new houses will be built. This expansion in the South Bend territory means even more of the following nationally advertised products are needed:

Building Materials
Stoves and Furnaces
Paints and Varnishes
Plumbing Equipment
Electrical Equipment
Jewelry
Washing Machines
Toilet Articles
Books

Clothing
Furniture
Carpets
Refrigerators
Hardware
Musical Instruments
Food
Amusements
Magazines

Service Department

This big balanced, growing market of the South Bend territory can be covered thoroughly only through the News-Times, the paper that blankets the market morning, evening and Sunday and the only paper that maintains a service department "that works."

We guarantee 17,000 daily and 18,500 Sunday.

South Bend News-Times

Morning Evening Sunday
J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago New York Detroit Atlanta Kansas City

How Full Pages in Farm Papers Cut Silo Selling Costs

Price per Inquiry Was Higher, but Cost per Order Was Less

By Willis Brindley

THIS year, for the first time, after trying smaller space for four years, the Hewitt-Lea-Funck Co., operating a silo business from Sumner, Wash., used pages in farm papers with very satisfactory results.

Inquiry costs greatly increased, and when inquiry costs increase the mail-order advertiser always complains lustily, but volume of business is the real test, and this broke all records.

Every business is "different," of course, and the silo business has individual peculiarities. But some of the facts learned in the campaign just finished will perhaps serve some firm in an entirely different line.

To begin with—because lots of city folks may read this story—a silo is a round building, twice as high as it is thick, air tight and water tight, and used as a big preserving jar to provide succulent winter feed for cows and other livestock. Where dairying is the leading industry, the silo is an old story; there are, for example, something over 60,000 silos in Wisconsin, many counties reporting that as high as 85 per cent of the farms are equipped with silos.

In these older communities, silos are sold chiefly to replace those which have worn out, or to provide additional feed storage for an increasing herd. Competition between silo companies is keen, and what business there is to be had is fought for by implement dealers, lumber dealers, farmer agents for distant manufacturers, and local contractors who engage to build silos of concrete or tile.

But in the newer territories, or rather the territories where dairying is being introduced or exploited, the battle is not so much between rival manufacturers, as it is to overcome the natural

apathy of the farmer to adopt what is to him a new thing; to get him to buy any kind of a silo.

Now we approach the explanation of what full pages in farm papers did for one advertiser, but before doing so it will be necessary to tell briefly what is the plan generally followed in the distribution of silos.

You start with a silo—wood stave, hollow-wood-wall, concrete, tile, galvanized iron, anything you please—and with a firm conviction that your particular silo "has 'em all skinned to death." You start a factory, or arrange with some factory to make the silo, and then you set forth to establish agencies. This is done by sending men over the country, generally in the fall of the year, selecting likely representatives to handle the line. The local agents regularly work on a straight commission, and are not responsible for collections. They secure the orders, with cash payment or with paper satisfactory to the firm, and the house ships the silos and collects.

PECULIARITIES OF THE SILO BUSINESS

The sales agent for a leading silo company told the writer that, to do a business amounting to 2,000 silos in a year, required thirty-six traveling men and 1,850 local agents.

Figure that your average order will amount to about \$400 including freight to destination, that the local agent will take \$60 of that, consider the cost of traveling thirty-six men on the road with motor cars and you will see how easy it is not to make money in the silo business.

Especially when you consider that territory regarded as good one year will develop no business the next, and that territory regarded as absolutely barren may suddenly blossom with business.

Why? Because the silo business moves, or does not move, with the trend of farming operations. In one small western territory, for example, the Hewitt-Lea-Funk Co. sold thirty-three silos in 1918, through a farmer who acted as representative. The farmer thought this beat milking cows, so, when it came time to go after business in 1919 he sold his stock and took to the road. He stuck to it for four weeks, and sold four silos, earning less than enough to pay for tires and gasoline. Why? Because in this particular Western territory the milk is sold to a condensary, and the condensary has not advanced the price it pays the farmer sufficiently to take care of his increasing expense for feed. The dairymen are disgusted, and won't make any improvements.

What page advertising did for Hewitt-Lea-Funk silo business was this:

It impressed the farmer with the fact that this must be a good silo, or the firm would not spend so much money in advertising it. While cost per inquiry was higher than had been the experience with smaller copy, the inquiries were better, and the percentage of sales to inquiries showed a decided improvement. Direct sales in districts where there was no representative thus proved quite satisfactory.

But the big increase in volume of business came not direct but through local representatives secured as a direct result of this page advertising. For example:

In a Montana town there lives a live-wire farmer, who is a leader in all local enterprises. This man answers an advertisement and gets the catalogue. Likes the look of the silo, and the price and terms. Writes the company to learn whether there is anything in it for him if he can place half a dozen orders. Yes, indeed, says the company, we will pay you a commission of ten per cent, and you need feel no hesitancy about earning a commission on business with friends and neighbors, because this commission is not added to the price of the silo, but comes

out of our profits and is charged to advertising.

The Montana man gets busy, circulates around, talks silo at the co-operative creamery, gets the county agricultural agent to go around with him, and secures orders for eleven silos—enough so that commissions on other orders pay for his own silo. And his conscience is entirely clear, because the farmers are getting good silos, at a fair price, and the silo will pay for itself in saving in feed in two seasons at most, perhaps in one.

South Dakota has never been good silo country, yet the big advertising enabled the company to connect with one local drive and place fifteen silos. The same thing occurs in many places in North Dakota, Idaho, Colorado, Minnesota.

It would have been possible, with perhaps fifty traveling men, to canvass the whole territory west of the Mississippi and north of Kansas, and go across the river into Wisconsin, but think of the expense! And think of the many, many representatives who would be appointed and do no business at all, so that the many dollars required as expense for naming these agencies would have been thrown away.

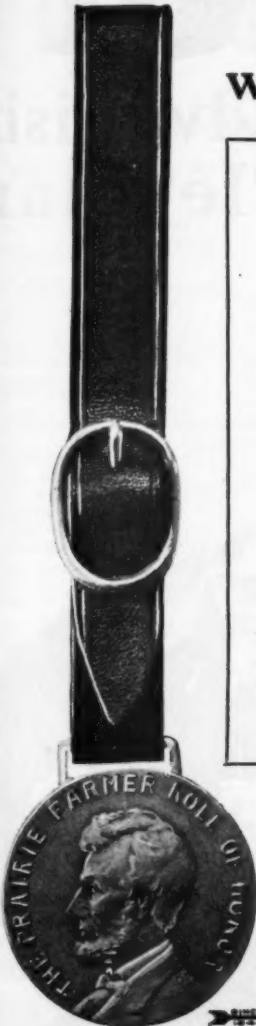
The page display advertising, aimed directly at the farmer, and not even hinting that local representatives were wanted, caught plenty of direct orders, and enabled the company to connect up with silo agitations in many sections. The cost of display advertising, catalogues, postage, will run about five per cent of the total volume of business; the commissions are ten per cent on perhaps three-fourths of the orders; the whole cost of doing business is less than agency commissions on the old method, where 15 per cent is paid, and the volume of business so satisfactory that as this is being written, with three selling months to go, the number of orders has broken any other record for a complete year and the problem is not to get more business but to get materials fast enough to fill orders already received.

Master Wheat Growers of Illinois War Crop of 1918

Prairie Farmer's ROLL OF HONOR

Frank I. Mann
H. H. Harms
H. P. Purviance
C. Propst
H. F. Sutman
W. M. Reid
R. Allen
Chas. Wiltse, Jr.
Reinhardt Ryder
E. S. Flood
Lewis Vawter
D. P. Lee
C. S. Batchelder
C. M. Wright
I. C. Lemons
F. E. Fletcher
Addison Collins
O. B. Goble
John Gramstad
Lawrence Funk
Eugene D. Funk
James Coyle
Wm. Finley
F. K. Janvrin
George Nimmo
Fox & Knighton
A. F. Randolph

H. B. Brown
J. C. Brunk
F. D. Arbuckle
Perry Stratton
Frank Crain
Joseph Gregory
John Coldwater
Sherman Schmidt
Orin Hinman
Zelora Green
Price N. Jones
John D. Daniels
W. E. Mies
Roy Parkhurst
Wayne McClure
Jos. Wilbanks
Garwood Bros.
Chas. Goodson
Henry Kopp
P. L. Getz
John D. Evans
W. H. Cryder
Roy Simpson
Frank Collins
Fred Schroder
Ed Frazure



53 patriotic Illinois wheat growers raised 62,858 bushels on 1186 acres, an average of 53 bushels per acre.

The Prairie Farmer medal is awarded annually to Illinois wheat growers who raise 50 bu. or more per acre.

→ **PRAIRIE FARMER** - Chicago
BURRIDGE D. BUTLER, Publisher

Fuller & Smith

Besides **ROBERTSON PROCESS**

Fuller & Smith serve in advertising the following:

- The Aluminum Castings Company,
"Lynite" and "Lynux" Castings.
- The American Multigraph Sales Company,
The "Multigraph."
- The Austin Company,
Standard and Special Factory-Buildings.
- The Beaver Board Companies,
"Beaver Board."
- The Beaver Manufacturing Company,
Beaver Kerosene Tractor Engines.
- The Bourne-Fuller Company,
Iron and Steel Jobbers.
- Barroughs Adding Machine Company,
Adding, Bookkeeping and Calculating Machines.
- The Cleveland and Buffalo Transit Company,
Lake Steamship Lines.
- The Cleveland Osborn Mfg. Company,
Moulding Machines and Foundry Supplies.
- The Cleveland Provision Company,
"Wiltshire" Meat Products.
- The Craig Tractor Company, Farm Tractors.
- Field-Richards, Investment Bankers.
- The Glidden Company,
Varnishes and "Jap-a-lac" Household Finishes.
- Ivanhoe-Regent Works of General Electric Co.,
"Ivanhoe" Metal Reflectors and Illuminating
Glassware.
- London School of Cartooning and Illustrating,
Correspondence School.
- National Lamp Works of General Electric Co.,
 Mazda Lamps.
- R. D. Nuttall Company, Tractor Gears.
- The Outlook Company, Automobile Accessories.
- The Peck, Stow & Wilcox Company,
Pexto Mechanics' Hand Tools; Tinsmiths' Tools
and Machines; Builders' Hardware.
- Pittsburgh Gage and Supply Company,
"Gainaday" Electric Washing Machines,
"Gainaday" Electric Cleaners.
- The M. T. Silver Company,
"Silver Style" Women's Suits and Coats.
- Hotels Statler Company, Inc.,
Operating Hotels Statler, Buffalo, Cleveland,
Detroit and St. Louis; Hotel Pennsylvania,
New York City.
- J. Stevens Arms Company, Firearms.
- The Timken-Detroit Axle Company,
Front and Rear Axles for Motor Vehicles.
- The Timken Roller Bearing Co., Roller Bearings.
- University School, College Preparatory School.
- The Upton Nut Company,
Manufacturers of Iron and Steel Products.
- The Westcott Motor Car Company, Passenger Cars.
- Westinghouse Electric and Manufacturing Co.,
Central Station, Railway and Power Plant
Equipment, Motors, Fans, Heating Devices,
Automobile Starting, Lighting and Ignition
Equipment.
- Wilford Storage Battery Co., Storage Batteries.



[illegible]

This Double Page Spread Starts a \$55,000 Campaign

This is unique in motor truck advertising—but sound and logical. The Shuman Advertising Company of Chicago is responsible for the plan—the product of Mr. Shuman's many years' experience in the use of business papers—as well as an exhaustive analysis of this advertiser's problem.

Business Papers Explicitly Will Be Used

BRICK and CLAY RECORD

Will be the only publication used to reach clay products manufacturers because it completely covers and dominates this field. For several years BRICK and CLAY RECORD has been used quite consistently by several large motor truck manufacturers, including White, Federal, Kissel, Selden and others.

BUILDING SUPPLY NEWS

Is the only publication to be used to reach building supply dealers. It is the only publication recognized in the building field as "THE DEALERS' OWN PAPER." This recognition comes from foremost dealer-merchants as well as from the National and various State associations.

No other industries in America offer a better market for the sale of motor trucks than the industries covered by these two publications. This is a fact that can be easily demonstrated. We have gathered considerable data covering these fields, and will be glad to send this to any advertiser or advertising agency on request.

Address either publication to 610 Federal Street, Chicago.

"Get Us Up a Slogan"

Why Some of Them Are Not So Good as They Sound.

THE word "slogan" was originally used to signify a furious sort of battle-cry used by old-time Scottish warriors who would come charging down the sides of Ben Nevis waving claymores and making things feverishly interesting to any person whom they wanted to go away from there.

There is some evidence in literature that a slogan was at some later time a sort of an announcement that a meal was ready to be served, as witness the line in a famous recitation "Dinna ye hear the slogan?"

We next hear of a slogan as the catch-phrase of an advertiser—some short saying that by continued repetition becomes identified with an article of merchandise such as "Eventually, Why Not Now?" "Hammer the Hammer," "Delicious and Refreshing," "Have You A Little Fairy In Your Home?" "Ask the Man Who Owns One," "A Skin You Love to Touch," "A Clean Tooth Never Decays."

With very little taxing of the brain, an advertising man can, without reference to magazines, bill-boards, car cards or other data, set down a dozen or more slogans that represent the expenditure of many thousands of dollars. Another advertising man can read them over and call the names of the products with which over half of them are associated.

Almost any slogan is a good one, if it contains but one thought succinctly expressed and that expression is printed a sufficient number of millions of times.

"Hasn't Scratched Yet", "No Metal Can Touch You", "A Cube Makes a Cup", "The Car of a Thousand Speeds", "The Ham What Am", "Resists Rust."

A perfect score, on just what advertised products all these slogans belong to, is not difficult—neither is it so easy as it looks.

Reprinted by permission from "Batten's Wedge."

Much credit has been given to the advertising slogan that it doesn't deserve. There have been some who seemed to think that given a good slogan, it wouldn't be necessary to do very much advertising.

The chief virtue of an advertising slogan lies in its simplicity, its unity of thought, and its usefulness as a text for preparing advertising copy.

You see we have an idea about slogans. We are not just droning along here talking about slogans without anything real to say. We have a very real thing to say and here it is:

Nine out of ten advertising slogans, the well-known as well as the little-known, would have been just as useful if they had never been published.

How useful, if never published?

Why as texts or finger posts—to hang up over the desk of advertiser and agent—to say: "This is the thing about our product that we will advertise. This is the one fact we will endeavor to make the public understand and appreciate. This is our advertising policy."

If you make a peanut butter that you are selling on its flavor, you can take any fool lines—for instance—"It's the Flavor"—and you don't need to publish them—just talk that flavor.

Keep it up long enough and don't go into bypaths. Talk flavor instead of calories. Talk flavor instead of the growing tendency of the American Woman to see that her children are properly nourished. Talk flavor instead of how peanut butter is helping to win the war. Talk flavor instead of the marvelous laxative value of peanut oil. Talk flavor instead of the high cost of creamery butter.

Talk flavor.

Of course, if you commit yourself to a big display of the phrase, "It's the Flavor" you give bonds to talk flavor; but if you are well skilled in self-control you don't

have to sew yourself up that tightly.

Just let your slogan, published or unpublished, be your advertising policy, and be sure when you select a slogan that you pick out a good one.

There have been a number of cases where slogans came home to roost and were hard to shoo away. "The Watch That Made the Dollar Famous," made it so darned famous that when rising costs made a dollar watch hard to produce, a lot of work had to be done featuring watches at a higher price.

An automobile made its chief appeal to luxury and the love of ultra refinement in a motor car, and along came the war and made luxury a slacker and luxury slogans as unpopular as proprietors of pro-German newspapers.

A published slogan is a fine thing to irritate a competitor with—if that is any object. Suppose you make a steam radiator, and your slogan is—oh, anything—"It sings like a bird" will do. Repeat that often enough, and some other radiator manufacturer will go to his agency and insist that they get him up a slogan as good as "It sings like a bird." For to him, the absurdity of the slogan will never loom as large as your consistency in plugging it. It is not really your slogan that he wants; it's your consistent policy. It's your ability to talk about one thing until you have identified it in the public mind with your product.

The cases both for and against the slogan are these:
FOR:

It is usually about the goods—which much advertising copy is not.

It picks out one important reason for buying and focuses on it—which much advertising copy does not.

It forestalls "the old series" and "the new series" idea. Most good advertising never goes in series, for a series is a policy and to change the looks of your copy is too frequently to change its policy.

It furnishes a text to hold writers to their subject. We say

writers. In truth it is not always the writer who wants a new note in the copy.

It helps dispel the illusion that the public can get tired of a certain style of copy.

AGAINST:

It will take years and years to get the public as a whole even passably familiar with it. You don't really have to print it if all hands are agreed to let it be the definite guiding policy of your advertising.

When you tie up your product irrevocably to one sentence it should be fool-proof and future-proof.

Glidden Stores Company Launched to Help Dealers

The Glidden Company, Cleveland, has formed a subsidiary organization to be known as the Glidden Stores Company. This company has a capitalization of \$1,000,000 fully paid in, and its purpose will be to establish service stations for the distribution and display of Glidden products in the metropolitan centres of the country.

These service stations will display decorative effects produced by the use of the parent company's products and will be in charge of technically trained men, who will be prepared to assist dealers and agents in all adjoining territory, in giving expert service and advice to the consuming trade.

The Glidden Stores Company branches, it is stated, will in no way interfere with established agents and dealers in the retail marketing of goods, but will co-operate with these dealers and agents in giving them adequate service and quick deliveries of Glidden products. These branches of the company will inaugurate special advertising campaigns in the States in which they are located for the benefit of the company's agents and dealers in those States.

National Advertising Brings Prestige

A recent stock selling advertisement giving a financial review of the Dafol-Eustice Company, Inc., Detroit, manufacturer of canvas products and automobile canvas specialties, has the following statement, taken from a letter by B. M. Eustice, president and general manager of the company:

"By national advertising an unprecedented prestige has been established for the Ustus products until the slogan, 'Ustus covers them all' has become universally known."

The principal product at the present time is the "Ustus Limousette," an attachment for Ford cars.

The record for the first six months of 1919—over 100,000 lines more than the next seven-day paper, and over 240,000 lines more than the other evening paper.

The Syracuse Post-Standard is FIRST in National Advertising

—dominates in Central and Northern New York. Offers a pulsing, plentiful and responsive territory with more than 400,000 families and a population exceeding 2,000,000 persons. One cost, one paper—the entire field. Daily and Sunday. Use The Post-Standard.

Lane & Bearer Inc.

Foreign Advertising Managers

New York
250 Fifth Avenue
Chicago
Century Building

Boston
Little Building
Detroit
Kresge Building

Oklahoma Crop Value

Over 1918. Government Es
Record Total Value of all

Agricultural Values for 1918 and 1919 Compared

	1918	1919
Wheat	\$66,127,000	\$130,114,980
Oats	27,821,000	50,079,280
Corn	39,975,000	94,519,160
Kafirs	22,890,000	42,157,500
Hay	13,202,000	37,461,600
Broom Corn...	2,608,000	3,758,808
Cotton & Seed.	87,450,000	121,487,150
Potatoes	4,598,000	9,497,810
Rye	165,000	288,000
Barley	169,000	399,000
Fruits, Com'l..	1,589,430	3,501,000
	<hr/>	<hr/>
	\$266,594,430	\$493,264,288

Increase, \$226,669,858

This table of values is compiled from U. S. Department of Agriculture reports of December, 1918 and July 8, 1919 (est.)

The OKLAHOMA FAIR

OKLAHOMAN BUILDING, OKLAHOMA

Representatives E. Katz Special Advertising Agency New York Kansas City Chicago San Francisco

Values Increase 85+%

Government Estimate July 8, Indicates
of all 1919 Crops \$493,264,288

Nearly Five Hundred Million Dollars!

That is the government estimate of the harvest of Oklahoma farmers from their bumper 1919 crops. Add to this Oklahoma's big livestock production. Oklahoma farmers will have a quarter-million dollars *more* to spend this year than in 1918.

Mr. Advertiser: Oklahoma farmers are prosperous, ready and able to buy. Tell them your story through the

Oklahoma Farmer-Stockman "Oklahoma's Dominant Farm Paper"

which goes into more than fifty per cent of the farm homes of Oklahoma. Let us help you enter the greatest farm market in the Southwest.



FARMER-STOCKMAN

OKLAHOMA CITY

Chicago
New York City San Francisco

J. B. Keough, Atlanta

Over 600 Replies to Only 2,500 Letters

By JOHN H. CLAYTON
BUCKLEY, DEMENT & CO.

The Savold Tire Co. of 2415 Michigan Avenue, Chicago, believes in Direct Mail Advertising.

They have good cause to.

A month ago we sent out 2,500 letters for them. Two weeks later they had landed.

**14 Orders—Each
for \$4,000—and
a Sale for \$6,000**

The entire cost of this campaign was \$198.00.

Just 33c. cost per inquiry.

Which is remarkably cheap advertising.

Yet this is only one among many.

And we're doing similar things daily.

Ask us more about it—on your letterhead.

BUCKLEY, DEMENT & CO.

First in Direct Mail Advertising
634 SHERMAN STREET, CHICAGO

Begging for Orders

Things Go Wrong When Salesmen Solicit Orders on the Wrong Basis

By A. H. Deute

A MIGHTY shrewd old business man made the statement a few days ago: "You'd better not take the order at all than take it on the wrong basis."

And any sales manager will agree with that.

On the other hand, we crowd our salesmen to the utmost and put it up to them to go out and bring in the business. We make it plain that the salesman is judged by the orders he gets. We fail to emphasize the importance of getting the business on the right lines.

While we are sticklers for honestly presenting our line and not claiming things for it which it will not do, we are to a great extent inclined to force the salesman to the point where he is going to resort to every means, short of actual misrepresentation, to get the business.

And so in this little sketch, may we not profitably glance over some of the methods our men use in getting business—methods which in themselves are not dishonest in any way, but which are just plain poor business, because they do not get the business on the right lines of price, quality and values? In other words, any inducement outside of the actual value of the merchandise itself, is dangerous because it has a flare-back.

At the same time, it is often an easy way to the order and it takes tact and skill on the part of the sales manager to guide the salesman past these temptations and keep him on the right track, keep him fighting hard for the volume of business and at the same time show him that it is to the man's own best interests to pass up business except what he can get on the right lines.

To the sales manager who has actually been on the road, many of the following methods are com-

mon occurrences. But most of us have ourselves winked at them and hesitated to break them up or steered clear of them simply because the sales manager is just as much responsible to the board of directors for sales volume as the individual salesman is to the sales manager. Possibly the average sales manager is just as loathe to lose business as is the salesman, and yet the successful salesman and sales manager must be able to pass up a piece of business without compunction if it appears that it can only be had on the wrong lines.

There is a mighty successful business man, a good deal older and more experienced than I am, who takes the definite stand that every man in business must take a beating about every so often and that the difference between the successful and the unsuccessful business man is not that one gets no beatings and the other gets plenty of hard wallops, but that, on the contrary, the difference lies not in the amount of beating they get or do not get but in the way each can stand and assimilate punishment. He figures that the only difference between the successful and the unsuccessful business man is that the former can take a good hard blow and come right through smiling and strong and without weakening, while the man who is unsuccessful is that way because his ability to assimilate punishment is poor.

STANDS OUT FOR THE RIGHT IN ORDER SOLICITATION

If that philosophy of business is correct, and it surely sounds logical and right, then it follows that the really great sales manager must be personally able to forego, with good grace, any business which does not seem healthy and must be able to stand up before

his board of directors and show them where it is for the good of the business to pass up orders gotten on anything but the right lines.

And it is only when the sales manager can sell himself that idea and put it into actual practice that he can hope to develop that same idea in the minds of his men.

Now, for instance, some time ago I dropped into a certain merchant's store and we got to talking over an order. He finally put it to me this way: "Jones of the Blank Company told me he would buy a suit of clothes from me on his next trip if I would hold the order for him."

Although we had a good many arguments and presented them, nothing could overcome that desire on the part of this merchant to sell Jones that suit of clothes and he was going to save him the order.

MARKING TIME BEFORE THE ADVANCE

And right in the middle of our hard fight for that order, something dawned upon me. "Inasmuch as this merchant is 'sot on' trading with the salesman, getting an order for the suit, it's mighty evident that he probably isn't very well sold on that man's line. If he were, that salesman would not have had to offer to buy a suit of clothes, merely to get an order. If the merchant were sufficiently enthused over that other line, he would buy it not because he could sell a suit on the strength of the order, but because he saw a chance to make a good profit on the goods."

So we figured it out this way: "That salesman will be along in a day or two. We'll be back in a month and every other month for an indefinite period. Maybe by sacrificing this order, which maybe we couldn't get anyway, we could cinch an order for all the months to come."

So we went into this line of argument with Mr. Merchant: "Well, we don't know but what you are right. You'll sell what you buy from him all right and it will sell you a suit. As a matter of fact, if you could get rid

of a suit to every salesman, every time you gave him an order, you'd be doing a nice suit business. Just play him for it and we'll be along in a month and then we'll talk merchandise to you. Frankly, you know and we know that with our line and what we have to offer you in the way of quick turnover and a legitimate margin of profit, you ought to buy our line, not because it will get you a suit order, but because it will make you money on that particular end of your business."

And with that, we closed up our sample cases, complimented the dealer on his shrewdness in getting that salesman to buy the suit, laughingly wishing the dealer the best of success in landing our competitor for a good thing and starting to talk on something else. We soon shook hands and left the place, having firmly convinced that dealer that he wasn't buying our competing brand because he wanted the goods, but that he was doing it in order to sell the suit and that as soon as that deal was closed, he would consider our line.

Well, the upshot was that when we came around a month later, the dealer had a lot of our competitor's goods and they weren't selling any too well and we had no trouble selling him a nice order.

When our merchandise got in, the dealer placed it side by side with the balance of the order from our competitor, and right off our merchandise outsold the other brand. To-day the merchant is firmly convinced that our goods are way ahead of the other line and he has proved it to his own satisfaction by finding that, placed side by side, ours outsells the other brand.

But let us look for a moment into one salient reason why our goods are outselling the others.

It is just this: this dealer is selling our line intelligently. He is handing it out because he has confidence in it and can tell about its good points. He knows those good points because those were the points we impressed upon him and which induced him to buy of us.

COSMOPOLITAN
regretfully announces
the resignation of
William T. Hamilton, Jr.
Advertising Manager
who leaves this organization
to become Vice-president
of Van Patten, Inc.



William S. Bird
succeeds Mr. Hamilton
assuming the title of
Eastern Advertising Manager

All he knows about the other man's line is that he bought it to get an order for a suit of clothes. That very fact has taken his confidence away from that line. He naturally gets behind that line with the good qualities of which he is most familiar. He knows our line. He doesn't know the other man's line. He knows he bought ours on account of its value to his customers and to him. He knows he bought the other line not on merit but on a chance to sell a suit of clothes. Now, the profit on that suit is in his pocket. That deal is past. It will be a long time before that salesman can come around for another suit. In the meantime, he has sacrificed maybe a dozen or more orders for the sake of that one order.

That order was an order all right and no doubt the sales manager was glad to get it and maybe he complimented the salesman for getting it. But on the face of it, he would have been far better off and so would the house if the order had never come in at all.

Now, there's a tremendous lot of this sort of selling being done every day. The order is being secured, not on the merit of the goods, but for outside reasons which, to the merchant, seem sufficient to induce him to buy at least for that time.

We find scores of candy and cigar and drug store owners, for instance, buying a little 2x4 order from each of ten or a dozen men, all selling kindred, closely competitive lines. And the dealer says: "Well, they're all good fellows. They all spend a little money with me and it's only good business for me to patronize them a little. So I divide up the business. Also that keeps them all pulling for me."

If you would prove the fallacy of this theory, just count over the dealers who buy that way and you'll count over the unsuccessful ones on the territory. On the other hand, it is the salesmen on the road who permit this wrong theory to hold out and who permit dealers to work along these wrong lines.

It is obvious to every sales

manager, if he will but take himself personally out of the problem altogether, that it is much better for any merchant to ally himself strongly with one line and get behind it and get the benefit of the close co-operation the manufacturer can give him, than to putter around and flirt around with every house making the territory who sells something of a generally similar nature.

At the same time, if we glance over our orders, we will find that probably all of us have men on territories who are merely taking the donations handed to them by the dealers, simply because they drop in regularly and spend 25 cents for cigars. Now, those men are not salesmen. They are diseases on the territory. They absolutely fail in their real work which is first of all to convince the merchant that this particular line is the money maker for him. Because they get the business on absolutely the wrong lines, they may get a string of little, one-horse orders, but they will never bring the territory into real quantity business. They can't do it because they are working on the wrong lines. They will never be man enough to refuse altogether an order which can be had only on the wrong basis.

BEGGING ORDERS DOESN'T PAY IN LONG RUN

And that brings us to the old weakness of begging for business.

The other day I was waiting for a certain salesman to get through with a buyer before I had my turn. He finally made this statement: "I've been calling on you now for three months. I've come here regularly and I'm entitled to some of your business. I'm not asking for a lot of it, but my house expects me to get an order from you and if I'm going to hold my job, I've got to get at least a little of your business."

And he went on and begged for an order. He completely threw away his salesmanship, if he had any ability along those lines, and became an out and out beggar for business. He got a little order all right and probably wrote to

One Hundred Per Cent Attention Value

☛ Rotogravure advertising today is the ideal method of presenting any selling appeal, insuring the advertiser 100% attention value, and speaking a universal language understood by all.

☛ In 95 cases out of 100, every rotogravure section of The Sunday Detroit Free Press is scanned from cover to cover **BEFORE ANY OTHER SECTION OF THE PAPER IS READ.**

☛ Eight pages of artful, fascinating pictures in rich brown tints—pictures of local, national and international scenes and events, coupled up with the humorous or the serious side of life as only the camera can see it.

☛ Those advertisers who have used The Sunday Detroit Free Press rotogravure section speak enthusiastically of the **ACTUAL RESULTS** obtained, and of the unusual reader response secured.

☛ Your message there puts you instantly in touch with the best of Detroit's actual buying power, and connects you up directly with the prestige of this newspaper—a prestige that enables it to carry **MORE ADVERTISING THAN ANY OTHER SUNDAY NEWSPAPER IN THE MIDDLE WEST.**

Rotogravure rates and sample sections upon request.

The Detroit Free Press

"Advertised by its accomplishments"

DETROIT, MICH.

VERREE & CONKLIN, Inc.

Foreign Representatives
CHICAGO

NEW YORK

DETROIT

Your printer is receiving this Mill Price List monthly—he will explain

to you the qualities and uniformity of the Westvaco Brands.

The
Mill Price List
5

Velvo-Enamel.
Marquette Enamel.
Sterling Enamel.
Westmont Enamel.
Pinnacle.
Embossing
WHITE
Westvaco
COATED
Westvaco
Westvaco
Westvaco
Minerco
WHITE PINK BLUE
Origina
WHITE
Westvaco
WHITE BLUE
Westvaco

See the **MILL PRICE LIST**



The West Virginia Pulp and Paper Co.
one of the largest manufacturers of blank paper in the world

Our output of over 1000 tons daily of fully and paper are famous in maintaining the price and quality of these standardized papers.

MINERCO BOND

ORIGA WRITING

WESTVACO INDEX BRISTOL

WESTVACO POSTCARD

THE WEST VIRGINIA
NEW YORK



Every printer has the folder illustrated on the opposite page of the Westvaco Brands. Ask that your dummies be made up in that particular Westvaco paper best suited for the booklet, catalog or house organ you intend to publish. The following distributors will gladly supply stock for dummies:

The Union Paper & Twine Co., in *Detroit*
 The Union Paper & Twine Co., in *Cleveland*
 The Chatfield & Woods Co., in *Cincinnati*
 The Chatfield & Woods Co., in *Pittsburgh*
 The Arnold-Roberts Co., in *Boston*
 Lindsay Bros., Incorporated, in *Philadelphia*
 R. P. Andrews Paper Co., in *Washington, D. C.*;
 Norfolk, Va., and York, Pa.
 The West Virginia Pulp & Paper Co.,
 in New York and Chicago

IA PULP & PAPER CO.
 RK & CHICAGO

his house and told them how he finally broke into so and so and sold him an order.

But he made a sad mess of it while he got that order. He threw away his own self-respect, first of all. That's the worst thing he could possibly have done. And in doing that, he dropped into a weak and improper method which would for always relegate him to the weakling class. He did his house a rank injustice in that he induced the dealer to take its merchandise without showing that dealer that he really wanted them for their own sake. And he did the dealer a grave injustice by foisting upon him some merchandise which the dealer took into his store only out of pity for the salesman.

Frankly, it's a shame that there are so many of this sort of beggars on the road. There are a lot of them. Go out and you'll find the territories literally teeming with them. They beg and whine their way through the weeks and months and years, holding the cheap, mediocre jobs and remaining cheap, mediocre men because they have slipped over into little, easy-order methods.

You see the same thing among tennis players. I know a man who plays a mediocre game of tennis simply because when he first took up the game he played so hard to win that he sacrificed form and stroke to caution and safety and to just getting the ball over the net. And so to-day he has an ingrown method of play which is absolutely wrong, but out of which he cannot bring himself. And in the same way, the territories are full of mediocre peddlers who call themselves salesmen but who have debased their self respect and become beggars instead of men who sell things.

Now, the sales manager who develops his men and who teaches them how to sell the line is largely to blame for this condition. When we tell our men that orders must be had and when we are satisfied with a mere order and do not look back of that particular order then we are going to get orders, all right, but we

are going to get scores of orders without which we would have been much better off because they will be orders the very giving of which by the merchant will tend to keep him from ever becoming a first-class customer and buyer of the line.

Cleveland Advertising Women Form Club

Fifty of the leading advertising women of Cleveland have formed an advertising club. Miss Florence Martin is the founder. The officers are: Miss Dumont-Grant, president, who is associated with the Halle Brothers Company; Miss Ethel D. Bryant, vice-president, editor of the *Willoughby Republican*, who writes all of the news, most of the advertising, has four competitors and only one difficulty—making room for the news and advertisements that are available each week; Miss Ida Hamilton, secretary, who for the past nine years has been advertising manager of the Cleveland Dental Manufacturing Company, and Mrs. Hazel Brenner, treasurer, connected with the *Plain Dealer* in an advertising capacity. The committees organized are: Membership, publicity, employment, education and entertainment.

This club is sponsoring a movement to affiliate the middle western clubs, including Cleveland, Buffalo, Rochester and Detroit. Meetings are now held in the rooms of the Woman's Club, but the club expects to have its own rooms in the fall.

Embargo on American Periodicals in Great Britain?

A movement has been started in London by the Weekly Newspaper & Periodical Proprietors' Association to prevent the "dumping" of large quantities of American books, magazines and periodicals in Great Britain. The movement does not seek in any manner to prevent American firms from opening up business in Great Britain and in bringing out new publications. It was started by a member of the association who had been a "free-trader" for some fifty years, but who now feels that the existing abnormal conditions demand special treatment.

It is the contention of the association that the American has an unfair advantage since the American copyright law offers a protection not afforded the British.

Gildart With Kelvinator Corporation

Ralph S. Gildart, formerly advertising manager of the P. B. Yates Machine Co., Beloit, Wis., has been made advertising manager for the Kelvinator Corporation, Detroit, manufacturer of mechanical refrigerating units.

THE constantly increasing use of Stubbs Offset Method enlargements of magazine advertisements for display by dealers, is indicative of their worth as the connecting link between the national advertising and the retailer.

By the Stubbs Method all the original beauty of the art is accentuated and made more impressive by reason of the poster size.

We will gladly furnish detailed information to those interested.

Stubbs Offset Method rarely costs more than ordinary printing; and frequently costs less

THE STUBBS CO.
OFFSET PRINTERS
Detroit



GO ON
McGRAW
TIRES

That You May Ride in Comfort
The O. J. Gid Co. N.Y.



The O. J. Gid



ABOVE the rush and bustle of busy Broadway looms this spectacular "Traffic Signal" Electrical Display advertising "McGraw Tires."

As though operated by a gigantic but invisible traffic "cop" this huge semaphore design, worked out in thousands of brilliant and flashing electric lights, admonishes Broadway to "Stop, Stop." Then it whirls again and motorists are advised to "Go On McGraw Tires."

Located in the very heart of Times Square, this display is seen by half a million people every 24 hours.

In addition to being a dominating night display it is almost equally effective by day. This is the kind of advertising that pays.

I. Gide Co. N.Y.



LEWIS
THEATRE

Intense Reader Interest

marks the reading of

MOTION.PICTURE. MAGAZINE

in over 350,000 American homes, monthly. Motion Picture devotees have acknowledged this magazine the best interpreter of their favorite amusement by giving it by far the largest circulation.

DUNCAN A. DOBIE, Jr.

Director of Advertising

Western Manager
ARCHER A. KING, Inc.
Peoples Gas Building
Chicago, Ill

Eastern Manager
RUFUS FRENCH, Inc.
1133 Broadway
New York

New England Manager
METZ B. HAYES
Little Building
Boston, Mass.

Why I Didn't Sell Him

The Loss of the Sale Was Foreordained, Because the Salesman Lacked All Confidence in His Ability

By A. J. Newman

NO, dog-gone it, I didn't write him up for an order, but I'm not going to camouflage the reason why, either, so here goes.

You know how it is in selling goods. If you put it over, the Self-Admiration Society pats you one on the back, but when you fall down, the Hammer Brigade knocks "the old grouch who didn't know a good thing when he saw it." An order and we're "some salesmen"—a turn-down and "He's a bum buyer." Am I right?

Well, I'm riding on a new line of reasoning from henceforth, take it from me. Whether you will believe it or not, it is firmly fixed in my mind now that 95 per cent of the sales that are not closed is because of some inexcusable slip-up on the part of the salesman himself.

Take this particular case. My house is a good house; my product is right; in fact, my whole proposition is right, and yet I could not pull the order across because I myself didn't hold up my own end. I went into the battle licked from the start.

Let me explain. All the boys call this dealer a Hard Guy to sell—a Tough Bird who thinks much but says little. In a word, he had me buffaloed with his reputation before I opened my mouth. In my heart I didn't expect to sell him and yet when I didn't I was sore.

After I gathered my blasted feelings together, I tried to figure out what right I had to be even peeved at my failure. How in the name of ordinary common sense could I expect to sell him when I myself did not really expect him to buy! Man, O man, what an awakening!!

I do not know anything about telepathy, mind over matter, or much book-stuff on salesmanship, but I do know that you can't

sell the man you think you can't sell. And here's another little lesson I learned, it's best to keep away, far away, from the man you think you can't sell until the can't brain-cells drop the "t."

Marshal Ferdinand Foch says that "Victory is the Will to Win," and yours truly now says that "An Order is the Will to Sell." In other words, the order must be "strapped, corded and sealed" in your own mind before you even start the delivery of your selling-talk to Mr. Buyer. The chances of getting an order are dependent upon the sureness of your belief that you Can get it and the thoroughness of your determination that you Will get it!

Wait a minute! I hear you murmur "Bosh—that's all bull. An order cannot be secured just because you Believe you can get it, nor merely by reason of the stick-to-itiveness of any salesman." Right-u-are, says I, it's the Sureness of your belief and the Thoroughness of your determination that turn the trick, and the possession or absence of these two qualifications mark the distinction between a man who sells goods and the man who has goods to sell. All Sales Men are salesmen, but all salesmen are not Sales Men. See the difference.

"And where do we get these bona-fide Order Pullers—Sureness of Belief and Thoroughness of Determination," you ask?

By studying your product from every possible angle. Know it like you know the amount of your salary check. The greater the Knowledge of your merchandise, the greater your Confidence in imparting the merits of your bread-winner to the dealer. Along with Knowledge and Confidence will come the miracle-maker, Enthusiasm, which, if you will stimulate to the proper speed, will

fairly force your legs to run to Work and Get the Salesman's Elixir of Life—An Order.

But to get back to the Hard Guy whose order I didn't land—remember, I didn't say I "lost" the order, because no order is lost unless you Will not to look for it again.

I'm going back with no blinders on my eyes this time, and, listen, if you were as sure of getting a million as I am of finding that order, start spending right now!—"Muriel Messages."

Women Still Lured by Price Appeal

THERE are six determining factors in advertising to women, according to Faith G. Sharratt, advertising manager of the John Taylor Dry Goods Company, Kansas City. In addressing the Kansas City Advertising Club on the subject of "'Ma'—the Purchasing Power of the World," she stated these factors as follows: Price, style, quality, brand names or trade-marks, self interest and layout. On the subject of the price factor the speaker said:

"I have placed price appeal first on the list, much against my own will. I don't like to think it of 7,000,000 clever women, and personally, I believe the importance of price appeal has been encouraged to an extraordinarily great degree by buyers and business men over-enthusiastic over their goods and also I regret to say, by the ignorance of many advertising writers, who, lacking the cleverness to discover the real advertising news their goods contain, hit upon price appeal as the easiest point to play up, and the quickest way through the daily grind.

"Ma' has always price to consider in this way—she generally has to make \$2 grow where only \$1 grew before. Consequently it takes some scheming to produce food, clothing, etc., for even a fair-sized family, and leave the always-to-be-considered savings account. And 'Pa' has to have his tobacco, and his occasional Coca-

Cola with his friends—consequently 'Ma' listens long and closely to the siren call of the 'Greatest Sale in the City,' and the 'Grand Clean-Up Event.' With money to cover expenditures, I believe price appeal ceases to thrill 'Ma'—quality, style and beauty is what her soul really yearns for.

"Price advertising is not constructive, and it easily becomes positively destructive, unless it is absolutely truthful. Even then, unless the merchandise offered is attractive, and in fairly good condition, the same chance of losing more trade than you go after, is apparent.

"No brains and no salesmanship are needed to offer a man goods at a lower figure than he has been paying, though an occasional, not to say frequent, falsehood is necessary to get him to buy. The truth will never get an order for cheap goods from a man who is in the habit of buying the best. Nothing but the truth will ever get an order for good merchandise from a man who is in the habit of buying cheap goods."

An International Trade Conference

The Chamber of Commerce of the United States, in co-operation with other governmental agencies, will hold an international trade conference in Atlantic City during the week of September 29, according to an announcement made in Washington. The Government will entertain delegations from Great Britain, France, Italy and Belgium, to whom the Chamber has already extended invitations.

It is hoped that the conference will bring about closer relations between American and foreign business men and a great degree of familiarity with business conditions of European countries. Each mission from abroad will consist of five or six leaders, and with secretaries and other delegates should number about sixty persons to each delegation. At least two of the missions will be headed by Cabinet officials.

Film Account for W. A. Patterson Co., Inc.

W. A. Patterson Co., Inc., New York, will have charge of the advertising account of the Fox Film Corporation, and will institute a national campaign, advertising the industry and the slogan of the film company: "Fox Films Circle the Globe."

201 Million Dollars

**These figures
compiled by
The Advertising
Agents' Association**

This is what the great family of
Munsey readers spends each year
for the mere necessities of life,
exclusive of rent and luxuries.

Think what this means

With such a sum spent for
necessaries alone, what must be
the total annual expenditures of
this family? You judge—

MUNSEY'S

Outdoor Display Opportunities You May Be Missing

An Observing Motor Tourist Remarks Upon Overlooked Possibilities

By John M. Schlachter

With R. A. Bartley, Wholesale Grocer, Toledo, Ohio

WHY will a business concern devote years to building up a successful following—which naturally presumes a good factory or plant, or at least a suitable building in which to conduct its business and then—here is the rub—not even display the firm name, to say nothing about the line of business engaged in or its brand or product name?

On a motor trip covering seven Eastern States our party often passed fine-looking structures and about one-half the time we were unable to tell what the firm made or sold or who they were, for there were no signs or announcements of any kind to introduce the passerby.

This is not alone true of factories or buildings along our highways, but is equally true of concerns in cities.

In passing through Philadelphia, ladies in our party spied a fine large department store on Market Street near the end of the street. We looked in vain for a sign or some outdoor advertisement that would tell us who did business in that building, but saw none. We even asked an officer in uniform standing nearby, as well as a pedestrian. The man in uniform had forgotten the firm name and the other didn't know. After that we made several guesses among ourselves, but finally left the Quaker City without finding out.

That store probably spends large sums in advertising in the newspapers in a local way. But how about telling the casual observer, passerby or traveler who you are? Isn't it worth while? Or isn't it being done in some circles?

I know of another large store that has recently moved into a fine, modern structure, but there

isn't a sign visible to guide the uninitiated. Surely a dignified sign in harmony with both the structure and the business could be designed.

In New England, through the Berkshire country, we came across many mills, but seldom were we told by sign or display of any kind who operated that plant or what was manufactured.

I do not wish to give the impression that this section is entirely without outdoor announcements, for now and then a firm name greeted us and, on rare occasions, a word or two about the business, as paper mill or grinding mill. And once or twice we did meet a brand name that we were really familiar with.

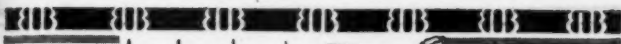
It makes a traveler feel sort of among friends to run across a name he knows or has heard about and to see just where a product is produced. He can go back home and tell the boys he saw the Hammer Bond mill up in New England and they have a plant as high-grade as their product.

While we are discussing primitive outdoor advertising, what an opportunity small-town communities as well as most cities are overlooking! Wouldn't it be fine to have a large display greet the visitor with, "You are about to enter Blankville, population 5,000. The largest chair factory in the world is located here."

Or why not the largest manufacturer boost his town? "This is Bates—prosperous community of 7,000. Home of Honor plows. Best-known plows in Massachusetts."

The U. S. Tire Company has pointed the way, but it cannot advertise every town—that is a mat-

(Continued on page 133)



BASIC BOND

Test No. 4—With Pop and Tear

A BOND must have strength; otherwise it is not a bond. Generally speaking, paper made of 100% sulphite lacks this essential. BASICBOND, though all sulphite, is the exception. It is strong,—incredibly strong for a sheet of this nature. In fact it compares favorably for strength with many bonds containing very considerable percentages of rag pulp.

Tear a sheet of BASICBOND. Observe the long fibers. Note how firmly knit they are. Subject BASICBOND to the pop test. No,—we prefer not to tell you what the machine will register. We might arouse your doubt instead of your confidence. But try it for yourself and make a corresponding test with the Sulphite Bond sheet that you had thought the strongest.



THE WHITAKER PAPER CO.

CINCINNATI, OHIO

BALTIMORE, MD.	BIRMINGHAM, ALA.
BOSTON, MASS.	ATLANTA, GA.
CHICAGO, ILL.	RICHMOND, VA.
DETROIT, MICH.	COLUMBUS, O.
	NEW YORK, N. Y.
DENVER, COL., (Peters Paper Co. Division)	
INDIANAPOLIS, (Indiana Paper Co. Division)	

Branch Offices in all principal cities



37%

Average Gain

September, 1919, over September, 1918

October, " " October, 1918

November, " " November, 1918

December, " " December, 1918

already on our books with
two issues yet to close.

TODAY'S HOUSEWIFE

46%

**GAIN
in this
September
issue**

**TODAY'S
HOUSEWIFE**

The Superintendent Drew the Bounce

Pulled an Awful Bull When Asked for an Explanation.

Before Mr. Carnegie bought the steel mills at Homestead, Pa., they were managed by a man who, miles from Homestead, had mills of his own.

Having to divide his time between the two plants, with no definitely fixed hours at either, he frequently appeared at one or the other when least expected.

One afternoon, later than ever, he breezed into the rail mill at Homestead, where he nailed the half-naked crew rolling rails inches longer than the required length, with the superintendent looking on.

Anybody who remembers Captain Bill Jones, who at that time so ably managed for Mr. Carnegie at Braddock, will tell you that Captain Bill when aroused was a degree or two hotter than molten metal pouring from ladle to mould.

And Captain Bill and his contemporaries at Homestead were firm buddies.

It would add force to this burning narrative to run in full the conversation addressed by that Homestead manager to his superintendent, but Printers' Ink forbids. Deletion, anyway, is the watchword of the times.

"Say, you superintendent, what's the idea of rolling rails that length?"

A soft answer turneth away wrath less often than a damphool answer costeth a man his job.

"That's all right, sir," the superintendent replied, "we need the scrap."

ROLLING

Advertising "Rails" to Exact Length is the Best Thing We Do

J. MONTANYE VANDERGRIFT

Incorporated
ADVERTISING
LORDS COURT NEW YORK

Remove All Temptation

If we are to forge our swords into plowshares, or do whatever it is we have to do to turn our swords into plowshares, why not whittle our bung starters into clothes pins?

In laying "rails" it is the height of wisdom to consider the possibility of expansion.

A New Bet to Bet

"Dollars to doughnuts" has stepped to the rear with that country-wide invitation, "What'll you have?" In the best sporting circles the wager of the moment is a volume of United States history to a silver.

The soft drink manufacturer will be rolling his "rails" too long if he goes upon the assumption that his product is a substitute for any of the prohibited liquid joys.

Dry Conditions Make Decided Change

Brook Nickerbocker, who spends every weekend with a different entry in the Social Register, has just returned from his tenth weekend of the season on Long Island and will week-end it at Newport from now until the leaves are nicely turned.

Nickerbocker says that geography down Long Island way has changed so completely that an island is now a body of land supporting an ocean of booze.

"Rails" should be rolled to weight as well as to length—light, for an occasional excursion; heavy, for a schedule.

Does Advertising Pay? Sure!

Q. Ever hear of the Yugo Slavs?

A. No, sir.

Q. Ever hear of the Czech Slovaks?

A. No, sir.

Q. Ever hear of any of these foreign peoples who are coming into their own?

A. Yes, sir; the Zymole Trokeys.

Trailing along on the "rails" of a competitor may get you something, but it takes a right o' way of your own to bring home the beechnut.

W. Dowling In Paid Space

When the crew of J. Montanye Vandergrift, Incorporated, get their heads together, among those present is W. Dowling, otherwise known as "Vim."

Dowling, who frequently takes an hour or two off to draw one of those delightful caricatures that are such a pleasing feature of "Town and Country," is the art member of the Vandergrift crew. In that capacity, as when working for the art director of a magazine, he is earnest and painstaking.

In a sense, Dowling's merchandising art is peculiarly unique. His pictures of men breathe the difference between trousers and pants; his dressed-up woman never shows bared beans as the piece de resistance, nor does his demitasse service ever include a cream pitcher; his smoking scene is never set in a drawing room; his golfer, stance correct, grips the club in a way that means direction and the desired distance; and his dog, toy or terrier, is true to breed and pose.

Dowling has a theory. "The right thing," he says, "offends nobody who doesn't know and pleases everybody who does."

ter for its citizens, and each village and city has something it can boast of to the public. Most towns have a booster organization of some kind. Such groups usually cover the big things, but so often overlook the smaller and seemingly unimportant items that generally confront the average man first and which do so much to impress the visitor either favorably or unfavorably.

The tour and guide books tell you Nathaniel Hawthorne's red cottage is located at Lenox and that Longfellow wrote a certain poem here or there. But have you seen mentioned that a very large duck farm is situated near Pawtucket? Or that the tobacco from which a well-known brand of smoking tobacco is manufactured is grown near Smithtown? This, it seems to me, is a function of present-day advertising.

What a volume of advertising awaits the man who will advertise businesses and communities to the passerby, the traveler and the outdoor man. And what a great educational force it could be developed into.

Favor Campaign to Sell World on French Resorts

THERE is a strong feeling in French advertising circles right now that an immense advertising campaign should be fostered by the Government to put France in front as a health and resort centre for all the rest of the world.

Those in favor of this plan emphasize the importance of beginning this work while the German health centres are suffering from lack of prestige due to the war. They cite the popularity of French watering resorts before the war, putting particular stress on the number of North Americans, South Americans, and English who were patrons of those places.

A co-operative campaign on the part of the mineral water companies, and other organizations

financially interested in the tourist trade, has been suggested. It is proposed, also, that new and more modern hotels be constructed; that rapid and comfortable train service be arranged to the various resorts; that the medical and scientific services be brought up to date and enlarged; in fact, that nothing be overlooked that would affect the flow of tourists to France.

The advocates of this campaign assert that it is not at all impossible to attract 5,000,000 strangers annually to French pleasure and health resorts. They declare that the success of German springs in the past was due to the exploitation and aid given by the Government. They assert that French springs with government aid would have great success because of the superiority and variety of the French mineral waters over the German.

The lack of co-operation between French watering resorts in the past is condemned, and the advantage of concerted action and methodical administration is urged.

It is the ambition of this proposed campaign to heal the ills of all the world. It seeks to divert millions of tourists to France each year, and if it materializes will utilize every medium of advertising.

Goodyear Has Traveling Sales Schools

Traveling schools for the sales forces at its various branches are the order of the day at the Goodyear Tire & Rubber Company of Akron, O.

The plan is not entirely new, for the instructors, who form these traveling schools, have been taken from the faculty of the factory school maintained at Akron.

The pressure of business made it necessary for the company to adopt this change. With the change has come some progress; for it is necessary that the traveling school study first the problems confronting each branch sales force, thus affording an independent survey of the field. The instructors serve also as a new source of enthusiasm, for they bring with them much information from the factory.

The Traveling Sales Schools have visited Pittsburgh, St. Louis, Kansas City, Louisville, Memphis and New Orleans.

The Trip Through the Factory— A Tonic to Jaded Copy Men

Securing That "Certain Something" Which Can Only Be Had Through
Personal Contact

CHIEFS of copy departments of advertising agencies are always elated when they can take over a man who has served apprenticeship at the factory end, either as assistant to the advertising manager or as a cog in the sales machine.

PRINTERS' INK has discussed this copy-writing problem pro and con from many interesting angles. There seems to be one great truth connected with the theme—merchandising on paper is the ability to describe an article as it is and in a convincing, earnest, unaffected way. Knowing the goods is, therefore, of primary importance.

"For my part," says a copy chief, "give me the chap who, born with a knack for writing good English, has gone right down into the factory and seen the line manufactured. That's the fellow I want. He may not write literature and best-seller fiction, but he *does* write facts, and facts sell goods.

"Right now, the other way round, I am practicing that theory. When accounts are new and small, and when the concern has no advertising manager of its own, we recommend sending a man from our own shop to fill that position. Nor is this done with a selfish reason. It is not because we want to safeguard that account. It is because we want to be represented at court by at least one man who is in daily touch with what happens at the factory.

"He it is who can constantly feed us with the little human items of merchandising news. He must be even more loyal to the factory than he is to us. We have sometimes played the role of a Frankenstein, rearing boys who have outgrown our ways of thinking and who, because of more intimate contact with the business, disagree with our ideas. That can't be avoided. But my ideal copy man

is the expert who lives very near his proposition and who has a genuine heart interest in the material, manufacturing, puddling-room side."

This is not a new idea, however.

It has been practiced by leading agencies for at least five years and is now an accepted and popular plan of procedure. Yet there was a time when campaigns were prepared from a catalogue, when the artist and copy-writer seldom came in closer contact with their subject than such printed material as had been produced at the plant.

INSPIRATION THE FACTORY AFFORDS

"Give me a can of the beans, and that's all I need," was the old-line version. To-day, however, the men who write the copy spend weeks in the place where the goods are produced. They see the raw material in fields or in warehouses; they see it moved to the factory; they see it going through the hundred and one processes of being made ready for the market; they even watch the labels pasted on the cans. And when they sit down to write a piece of copy they can answer any question or settle any point. They *know*.

One off-shoot of this method of working is the inspiration it provides. For your modern industry is a thing to stir the pulse and fire the imagination. Better copy can be written after these friendly, intimate trips. Few people appreciate the wonders of these great institutions. It was always the pride of the Shredded Wheat Company to take visitors through its place at Niagara Falls. They came forth bubbling with appreciation. And the average verdict seemed to be: "Why, I had no idea it was so much trouble and required so many people to make one little biscuit of shredded wheat."

In recognition of **ADVERTISING AGENTS**

In 1919, as never before, Advertising is enthroned. It has sold optimism, prosperity—and *goods*—to the American people.

In the evolution of Advertising as a powerful commercial force, the AGENCIES have helped to bring order out of chaos—to introduce scientific methods—and to enlarge the investment in publicity.

By insisting on analysis they have emphasized the great Advertising Truth that the *reader himself*, his tastes and his Purchasing Power, form the sole standard of circulation value.

The New York Evening Post, recognizing the higher operating costs of the agencies, has increased its commission to 15 per cent., effective Aug. 1.

The New York Evening Post

*More Than a Newspaper—
A National Institution*

Bed Manufacturers

Would you not like to secure a part, if not all, of a contract to equip 165,000 rooms with beds. This is possible if you get the right point of contact with the men who do the buying for the Y. M. C. A.

Most of the men who sleep in these beds will have homes of their own some day. Some of them have now.

We can show you how you can keep up an educational campaign to these men in addition to the possibility of securing your share of this business.

Write to-day for full information to "Association Men"—the official monthly organ of the Y. M. C. A.

Our service to advertisers insures
unusual results—Ask about it.

347 Madison Avenue
New York City
New York

Western Offices
19 So. La Salle Street
Chicago

The sales manager of a silk manufacturing enterprise himself suggested that the copy man writing the advertisements should spend an entire week at the factory. A guide was provided—a venerable old fellow, long in service, and the copy man began "work" when the whistle blew in the morning and did not stop until quitting time. On his return he admitted that nothing ever interested him more. It was a splendid revelation, every step of the way.

He had so scribbled up his cuffs with notes the first trip that he carried a pad during the days to follow. Ideas for advertisements came thick and fast. In twenty-four hours at the factory he absorbed more genuine sales incentive and inspirational data than he could have sweated out of himself at his home office in a year. And it came naturally. Nothing was forced. "That will make an excellent advertisement!" he would exclaim, as this or that process was explained. He read through the firm's library of rare books on the history of silk; he saw the machines at work; he spent days in the rooms with the dye vats; he watched the girls testing and wrapping.

This copy man visits the factory every month. It may only be for a day or so now, but he feels that it is doing him good, keeping him in absolute sympathy with the product and its later developments. And while his copy for magazine purposes may not be at all technical, his deeper knowledge gives him a sureness and a confidence that is invaluable.

INSTITUTIONAL COPY REQUIRES ACTUAL KNOWLEDGE OF THE PLANT

A great many accounts are turning to institutional copy; that is, glorifying the actual plant, its men and the processes of manufacture. For it has been discovered that price means less to men and women when they understand the difficulty of production. When such campaigns are planned it is necessary for both artist and copy man to get local color—the sort that

does not come in a catalogue, however complete.

Waltham advertising has decided to tell people the inside story of how its watches are made. Nothing is to be concealed. People have not known enough in the past. And, as a nation, we have been inclined to somewhat belittle our own goods. We think an article—particularly a watch—must be better if it was manufactured abroad. Over and over again we have been told that craftsmen of the old country have more time, more patience and more skill. Every watch turned out is a matter of personal pride on the part of those who fashioned it.

Waltham advertising controverts this. And it sets out to prove in a thoroughly convincing manner why these watches are the equal of any. In order to do it, it has been deemed advisable to reproduce actual scenes in the various wonderful departments with artisans at work. An artist—a very famous etcher—was sent with the copy man to the plant, and they remained there until they had secured a sheaf of splendid material. They talked with these venerable men at the benches—men who have been with Waltham for generations. They raised to the surface facts that could have been secured in no other way—the chance remarks—the accidental explanations.

When Fisk tire advertising concentrated on the actual production of the various tires, the rubber and the workmanship, those engaged in preparing the material literally lived at Chicopee Falls. They took their meals at the big restaurant right on the grounds, and they came forth at dusk pretty well grimed over with factory grime and oil. But it was a splendid experience. As proof of the lasting effect of that experience, one of the agency men is still an unconsciously successful Fisk salesman with his friends. Talk Fisk to him and he instantly enters upon a spirited and exultant description of "how those Fisk tires are made." He will tell you, with a sparkle in his eyes, of the

rows and rows of machines, the fussy, exacting trouble-hunters, who make a worker stop in the middle of a tire and do it all over again because of one small flaw, and of the crude rubber as it seethes and bubbles in its giant cauldrons. And if he had sold himself on Fisks, he could sell others in text and in picture.

Some of the best copy that was ever written for Welch Grape Juice was put out by a man who wrote it on a Pullman, returning from a week's stay at the Welch plant. He had been driven through miles of vineyard and he had examined every unit of the plant. He *wanted* to write that copy; he couldn't wait until he reached his home office. Grapes were in his blood.

COPY MAN HAD TO SELL HIMSELF ON THE PRODUCT

A number of seasons ago a Detroit manufacturer of electrics, who was something of an advertising man himself, grew displeased with his copy and designs. And he said as much, quite frankly, to the men responsible for it. One of them said:

"Well, to tell you the truth, I'm not sold myself on any electric. I can't enthuse in my copy because I don't believe what I am writing."

"What you need is to have your nose rubbed into some homely facts," was the quick response. "I want you to stay several days with me next week. I'm going to take off those nice clothes of yours and put you in overalls and a cap. Are you game?"

"Sure I am," returned the copy man, "but I would not be too optimistic if I were you. I can't see the electric as a practical, lasting vehicle."

He spent, not several days, but a week at the factory. And he did get into rough clothes, so that paint and oil and flying sparks would make no difference. He followed the actual making of a car from the point where it was molten metal on, on to the stripping and the varnish and the fitting of rubber mats in place.

He wrote a series of twelve advertisements that were satisfactory to everyone. Confidence had come through close contact with the problems and the difficulties and the mechanical marvels of manufacture. He knew why those electrics would live up to any promise they made. It wasn't writing theory—it was writing fact.

The service man of an agency has his own way, in the modern trend of things, of collecting first-hand information. Long before a campaign is started it is his custom to get thoroughly saturated with the spirit and the detail of the factory. And if he does not do this he is making a very serious error of policy. A very large account was "landed" almost wholly on the strength of this system. After a ten-minute talk with the president of the company, the latter said:

"Say, you seem to know as much about this business as we do. You have told me things that I thought were only known to the workers in the organization. How did you secure this detailed information?"

"Went after it," was the prompt response. "You folks invite inspection of the plant. You even supply guides. I have taken advantage of that privilege and have nosed around here, in every department, for the past two weeks. No organization on earth could hope even to suggest an advertising plan without that inside information."

It was argument that won the instant respect and confidence of the client.

There is an impressive series of full-page advertisements in two colors running just now for Certain-teed roofing. That it was inspired by intimate contact with the factory and its methods is quite evident. The trade is shown how the roofing is made; the giant machines that shape it. And, as has been intimated before, this is a day when the consumer is very anxious indeed to know the story of manufacture.

A parallel case is the very fine

"High Price Level Will Stay"

Says

Irving Fisher

Irving Fisher is one of the world's great authorities on the relation of money to credit.

He tells briefly and clearly the underlying reasons for the rise in prices, and why they will continue.

A particularly timely and informative article in the August 2nd issue of *The Magazine of Wall Street*.

The kind of up-to-the-minute information from worth while sources you will find in each issue.

*You will find the last
number in your file.*

**The
Magazine of Wall Street**

42 Broadway

New York City



Getting Your Catalog Read

THEY are reading it because there is something about it that appeals to them—its bright color, clear type impression, clever “get-up”—or all of these.

Your booklets will be your salesmen if you use Hammermill Cover—clean, strong, economically-priced, made in a wide variety of colors. For samples, write to Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

For Booklets, Folders, Broad sides, Catalogs, and all direct-by-mail Advertising

series of advertisements now appearing for Fayette R. Plumb, Inc., makers of hammers, hatchets, etc. The copy germinated at the factory. Some copy-writer has gone through the plant and has been deeply impressed by what he saw. There is a chemist testing out the steel that goes into hammers and hatchets. He does nothing else. He has an elaborate equipment. And its whole purpose is to make a better product. That's the stuff better advertising is made of.

An advertising committee was escorted through the factory and laboratories of Johnson & Johnson, and really brilliant instructive copy was written as a consequence.

And from that visit came the copy theme for at least a dozen pages. It was inspiration that could only have originated as it did. One member of the party happened to note that, in a small building at the very gateway of the plant, there were white-coated chemists at work—a corps of them. Their apparatus was modern, pretentious and handsomely housed. It seemed to be quite the most important unit of all.

"Before chemicals and raw material of all kinds are allowed to pass on into the workers," explained a guide, "every pound, every case, every tank must receive the official O. K. of the chemists, signifying that they are up to Johnson & Johnson quality. And just as the raw material is tested before it goes in, the same department tests it on its way out—in the shape of the finished product. Cartons are deliberately broken open, at random, and examined scientifically. We do this to safeguard our reputation and our customers."

When the mind seems jaded by writing the same old story in the same old way—visit the factory.

Earl C. Stern Returns from Military Service

Earl C. Stern of Russell T. Stern & Co., Chicago engravers and printers, has returned to his firm after having been discharged from military service in France.



THERE IS
NO SUBSTITUTE

for

Punch

ADVERTISERS of high-class goods and service who use "PUNCH" so liberally have only one reason for so doing. IT PAYS!

"PUNCH has an established reputation in Advertising as well as in literary circles, and THERE IS NO SUBSTITUTE FOR IT.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, Eng.



WALTER PETERS

Mr. Peters is a member of this organization because of his unusual decorative ability with pen and brush.

He recognizes the difference between hand-lettering and hand-lettered text. The borders and panels that he designs, play an integral part in the whole composition, rather than serving merely as a container for copy.

The important services Mr. Peters renders our clients reflect the spirit of intelligent co-operation of these studios.

Louis C. Pedlar, Inc.
COUNSEL IN ART
95 Madison Avenue, N. Y.

The Adventures of a Slogan

Slogans sometimes prove themselves to be of a very similar nature to boomerangs. In skilful hands they may be made to do valuable work, but thrown by the uninitiated are as likely as not to hit no one but the thrower.

In searching for a slogan which would properly describe their business, Messrs. Austin Reed, a few years ago, hit upon the very happy phrase, "Hosiery to Discerning Men." Recognizing its value, they have used it extensively ever since, until it has become so closely identified with the firm that one thinks instinctively of Messrs. Austin Reed in association with "Discerning Men."

But other less experienced advertisers than Messrs. Reed could not be content to allow them undisputed possession of that word "Discerning." So arrived a crop of claims from others suggesting that this firm or that was really the favored of discerning men.

One enterprising individual even claimed to be "Purveyor of Discerning Raincoats," whatever they may be.

Now, although there can be no copyright in a dictionary word, Messrs. Reed, by persistent advertising, have made it their own, and the road is barred to all imitations. To trespass on that road is dangerous, for with every appearance of those words "Discerning Men" the name of Messrs. Austin Reed immediately occurs to the reader.—*The Advertising World*, London.

New Campaign for "F. B. & C." Kidskin

The F. Blumenthal Company, New York, is about to launch an extensive national campaign featuring women's shoes made of "F. B. & C." kidskin. It attempts through national publicity in the leading general, women's, sport and class magazines, through theatre programmes and rotogravure sections in leading Sunday papers throughout the country, to make trade more active in the shoe business by advertising direct to the consumer. The company believes that the big element in the life of shoe trade is style, hence through a carefully planned, consistent educational campaign the style appeal dominates. Full pages in color will be used in most of the publications. The campaign will start in the September magazines. The L. S. Goldsmith advertising agency, New York, is handling the account.

Death of Henry H. Roberts

Henry H. Roberts, Philadelphia manager of *The Iron Age*, New York, died in Philadelphia on July 26. He had been with *The Iron Age* through a long period of years, as a manager of the St. Louis, Chicago, and later the Philadelphia office.



Write for
the New
Rate
Card

A. B. C.
Circulation
Figures
Furnished
by
Provinces
and
Counties
or in
Buying Zones

Twice a Month

Beginning February 1st 1920

Beginning February 1st, 1920, MACLEAN'S MAGAZINE will be issued *Semi-Monthly*—on the 1st and 15th of each month—being mailed to reach readers in all parts of Canada on the date of publication.

This change to more frequent issue is a natural step of progress which the outstanding development of MACLEAN'S as "Canada's National Magazine" seems now to demand.

MACLEAN'S circulation of over 70,000 each issue gives an important national covering in Canada—one which, on a per capita basis, is equal to a circulation of 1,400,000 in the United States. The keener reader-interest created by the more frequent issue will make MACLEAN'S more than ever the dominant factor in Canadian advertising and merchandising.

In Planning 1920 Campaigns

do not overlook the fact that advertisers will have an opportunity to call twice a month at more than 70,000 of the best Canadian homes—the homes of the most progressive and influential people in each community from Coast to Coast—to whom MACLEAN'S MAGAZINE is a vital factor.

First in the esteem
of Canadians—
Canada's National Magazine

Once a month now,
Twice a month
beginning Feb. 1st, 1920.

Sample copies on request

The MacLean Publishing Company, Limited
183 University Avenue Toronto, Canada

Multiplying the Value of Advertising

An advertising campaign may be worth one sum as publicity *reaching the public*. Its value may be doubled in reducing sales expense, if properly utilized by the advertiser's selling organization.

It is this particular problem of advertising that we are in position to assist manufacturers in solving.

Mallory, Mitchell & Faust

ERNEST I. MITCHELL
President

(Incorporated)

PAUL E. FAUST
Secretary and Treasurer

Advertising and Merchandising Counsel

Security Bldg.

Chicago, Illinois

Established 1904

Members of the
American Association of Advertising Agencies
Audit Bureau of Circulations



Mr. "B. Thrifty" Personalizes This Bank's Service

Chicago Institution Creates a Cheerful Little Character to Impart Distinction to Its Advertising

By Elsie B. Johns

DURING the war some of the best advertising talent in the country was engaged to centre our attention on thrift. Now with the war over and small bank advertisements no longer overshadowed by full pages of Liberty Loan copy, financial institutions realize more than ever before the opportunity for banks to develop advertising that is original and distinctive. The need is for advertising which will actually convert the spend-as-he-goes reader into a man of thrift, and at the same time bring out some unique institutional characteristic so that the message of the bank in the middle of the block can never be mistaken for the message of the bank on the corner.

An interesting illustration of bank advertising of distinction is the "B. Thrifty" campaign now being run by the Northern Trust Company Bank, of Chicago. Mr. B. Thrifty is a happy-faced little character, created primarily to carry a new message—to small savers, and, secondly, to advertise the coming of his brother in the flesh, B. Thrifty, in charge of the bank's new savings promotion and consultation bureau.

In Mr. B. Thrifty the artist has created the sort of person who utters the most profound bits of wisdom, at the same time wearing a smile that wraps itself around your heart. He looks out at you from a cheery orange background on any of the elevated-station platforms. He is a straight-from-the-shoulder sort of person right out of real life.

From the portrait of Mr. B. Thrifty your eye wanders to some of his sayings. Each advertisement carries a new epigram and there is enough space to set off the illustration and make the text

legible at a distance. The message holds your attention, and you think of Mr. B. Thrifty, not as an advertising illustration, but as a person urging you with convincing salesmanship to curb your extravagance and join the ranks of the thrifty. You hear him say:

The first bill you pay should be your savings account. You owe it to yourself to save.

That sets you to thinking. And then, as if these snappy, mottoesque sayings were not enough to set the B. Thrifty campaign quite apart from stereotyped, financial advertising, the bank has gone a step further and used jingles. Follow the lilt of this couplet, and you will understand why the B. Thrifty copy pulls:

It isn't what you earn that counts—
but just how high your saving mounts.

B. THRIFTY BELIEVES IN ADVERTISING

The campaign includes space in the morning and evening newspapers, color cards in the elevated lines, suburban railroads and street-cars and posters on the elevated platforms.

B. Thrifty has also been used to "personalize" the bank's direct-by-mail literature. He appears on blotters and rulers for school-children, on coin banks and souvenirs for grown-ups, and everywhere you see his pleasing likeness you find the word "copy-righted," a fact which is sufficient to indicate that Mr. B. Thrifty is not for a period, but for all time.

Mr. B. Thrifty is enabling the bank to turn some of the Government's war-time advertising to its own profit. The advertising which made us temporarily a nation of thrift also "sold" the big banker on the importance of the small

saver. Banks which had closed their doors to any but the large investor saw the wage-earner, the man or woman on a small salary, in a new light. When the returns from the sale of Liberty Bonds came in, and we realized that it was the man dependent on his weekly income who was making it possible to float five bond issues within a period of twenty-five months, issues totaling more than twenty-two billion dollars, and this not by removing money from savings accounts or other investments, but by pledging future earnings, then bankers began to see that the pennies, nickels, dimes

spent in social service to discuss individual problems with every type from the hobo to the millionaire. This genuine reaching out to help the other fellow is evident in all Mr. B. Thrifty's relations with the bank's prospective clients.

B. Thrifty works in the bank as a consultant. He helps a client work out a budget or advises him on any personal financial problem.

BRANCHING OUT ON THE SAVINGS PLAN

Plans for promotional work outside the bank are taking shape. Boys and girls of school age will be interested in learning to save small sums regularly. Boys of all ages will be met in the schools, in park gymnasiums, in social centres and they will actually be shown how to build their own future success. This programme involves a great deal of detail work for the bank, of course, but B. Thrifty calls it effort wisely spent, for each small account is a seedling, and these boys are the business men of to-morrow.

Foreigners will also find the bank a ready counsel. Plans are under way to have a foreign-language expert in the bureau who will back up the advertising in foreign-language newspapers.

"Although only a few months old, the bureau has passed beyond the novelty stage," said one of the bank officials. "Its patrons are convinced it is something they have been waiting for a long time. They say it helps them carry out their good resolutions to save, now that Liberty Bond payments have been met. The B. Thrifty Bureau is operated on the same principle which war sacrifice taught us, namely, that when we have a goal saving is much easier.

"There's something mighty fine about having a man interested in you, and the savings depositor, be he of small means or large, is quick to appreciate this interest."

Arthur F. Egger, who was a lieutenant, field artillery, A. E. F., is now a member of the advertising department of *The Review*, New York.

B. Thrifty Says

"Save while you can and you'll not need to when you can't."

This bank pays \$300,000 per year in interest to its savings depositors.

Accounts may be opened and deposits made BY MAIL.

THE NORTHERN TRUST COMPANY

SAVINGS BANK

CAPITAL & SURPLUS \$5,000,000
CHICAGO

BANK OF THE NORTHERN TRUST CO.

APHORISMS OF THE B. FRANKLIN VARIETY
DIRECT ATTENTION TO THIS CAMPAIGN

and quarters of the less prosperous classes made a far greater sum than did the combined fortunes of our millionaires.

To support its advertising and give its client the kind of service which this advertising has led him to expect, the Northern Trust Company has established a B. Thrifty Bureau in the bank lobby, convenient to the street. No brass rail, no partition, separates the young man who officiates there from those who come in to consult him.

He is known to his business friends as B. Thrifty. There is no problem too inconsequential for his immediate and personal attention. He is equipped by years

American Farming takes pleasure
in announcing the appointment of

MR. JOSEPH C. HYATT

formerly of The Crowell Pub. Co., as

Advertising Manager

at the home office in Chicago,
with jurisdiction over all territory.

He will be assisted in the West by

MR. GEORGE H. MEYERS

Western Manager

and

MR. DAN B. JESSE, JR.

Representative

and in the Eastern territory by

PAUL W. & GUY F. MINNICK

Eastern Representatives

303 Fifth Avenue

New York

"The Farm Paper With a Mission"

**American
Farming**

DUANE W. GAYLORD, *Publisher*

Chicago

The Corpus Christi Caller
Published in the Heart of the
Rich Texas Coast Section is the
Only Morning Newspaper Within a
Radius of 125 Miles of Corpus Christi

Within this territory The Caller circulates from two to twelve hours ahead of the morning newspapers of Houston, San Antonio, Austin and other large Texas cities.

The Caller has a guaranteed net paid circulation ten times greater than the combined paid circulation of all afternoon newspapers published within a radius of 125 miles of Corpus Christi.

And the Texas coast country is wonderfully prosperous. From a territory radiating from Corpus Christi for a distance of 100 miles more than 150,000 bales of cotton will be ginned within the next four months. And the corn and feed crop of this territory will exceed in value \$10,000,000.

The Caller during July carried 370,804 lines of paid display advertising.

For further information and rates address

THE CORPUS CHRISTI CALLER

FRANK B. HARRISON
Manager

S. C. THEISS COMPANY
New York and Chicago Representatives

The Slogan Clearing House

Fifth Installment of Fifty Slogans Used in National Advertising

THE task of creating a "clearing house" for slogans used in national advertising campaigns was taken upon itself by PRINTERS' INK on June 12 after it found that the service to be thereby afforded American advertisers was not available elsewhere.

Since that time 200 slogans have been recorded in PRINTERS' INK. Through the further co-operation afforded by national advertisers the following 50 slogans are added to that list:

America's First Car. Haynes Automobile Company (The).

America's Foremost Tractor. Wallis Tractor Co.

AutoStrop Razor—Sharpens Itself. AutoStrop Safety Razor Co.

Best Drinking Coffee in the World (The). Lowry Coffee Company.

Built Layer on Layer. Miller Rubber Company (The). (Tubes.)

Challenge Cleanable Collars Save Laundry Dollars. E. I. Du Pont De Nemours & Co., Inc.

Coffee—the Perfect Drink. Canby, Ach, Canby Co.

Eat Bread—More Bread. Fleischmann Company (The).

Gold Standard of Values (The). Reo Motor Car Company.

Hat of Silent Smartness (The). Lamson & Hubbard Co.

Hyatt Quiet. Hyatt Roller Bearing Co. It's Dependable. Magneto Manufacturers. (Magneto Ignition.)

Ives Toys—Makes Happy Boys. Ives Manufacturing Company.

Keeps Heat Just Right Both Day and Night. Jewell Mfg. Company. (Jewell Heat Regulator.)

Klaxon Gets Action. Klaxon Company. (Klaxon Warning Signal.)

Let the User Judge. Wollensak Optical Company.

Let Them Grow Up in Kaynee. Kaynee Company (The).

Luma the Radium Luminous Compound. Radium Dial Company.

Makers of Things More Useful. Benjamin Electric Mfg. Co.

Must Make Good or We Will. Geneva Cutlery Corp. (Genco Razors.)

On Time Every Day Is the Burlington Way. Chicago, Burlington & Quincy Railroad.

One Policy, One System, Universal Service. American Telephone and Telegraph Company.

One You've Heard So Much About (The). Utica Heater Company.

The Paris Shop of America. Gidding. A Pippin of a Drink. Virginia Fruit Juice Co.

Products of Constant Performance. Remp Electric Company.

Protection for Employer and Em-

ployee. American Mutual Liability Insurance Co.

Put Your Own Key in Your Own Front Door. Sargent & Company.

Repeat Order Truck (The). Fulton Motor Truck Company.

Rub 'Em, Tub 'Em, Scrub 'Em, They Come Up Smiling. Strous-Baer Co. (The). (Jack Tar Togs.)

Scientific Corn Ender (The). Bauer & Black.

Skatters Dirt. Skat Dirt (The).

Smartest Togs on the Beach. Asbury Mills.

Solution of the Power Problem. Wellman-Seaver-Morgan Company (The). (White Coal.)

Standard Corset of the World for 64 Years (The). George C. Batcheller & Co.

Starter That Is Built to Order (The). Wagner Electric Manufacturing Co.

Stays Solid While Burning. Theroz Company (The).

Stick to Cinco, It's Safe. Otto Eisenholtz & Bros., Inc.

Strong for Work. Jobbers Overall Co.

They Float the Load. Jaxon Steel Products Co. (Jaxon Full Floating Wheels.)

They're Worth More. Fayette R. Plumb, Inc.

Tintex Tints in the Rinse. Tintex Company, Inc.

Toys That Are Genuine. A. C. Gilbert Company (The).

Truck of Continuous Service (The). Maccarr Truck Company.

Universal Mender (The). Russia Cement Company. (LePage's Glue.)

Universal Packing (The). Johns-Pratt Company (The). (Vulcabeston.)

Works While You Sleep. (Neural-glyline Company. (Cascarets.)

World's Largest Makers of Fan Belts. Gates Rubber Company.

You Never Pay More at Best's. Best & Co.

Yankee Tools Make Better Mechanics. North Brothers Mfg. Co.

New Agency Formed in Chester, Pa.

The Franklin Advertising Company has been formed at Chester, Pa., by Milton P. Carroll, who has been advertising manager of the Chester Times and the Republican, and by Eli P. Orowitz, who has been director of advertising and merchandising service for the same newspapers.

Gilman, Nicoll & Ruthman Add Pawtucket "Times"

The Evening Times, Pawtucket, R. I., which has during many years handled all eastern advertising from its home office, has now made Gilman, Nicoll & Ruthman its special eastern and western advertising representatives.

Public Utilities Prepare to Sell the Unsold Market

American Gas Association Forms Advertising Section

By R. M. Rhodes

IN many a sales manager's office the market is something very tangible and easy to see. Pinned up on the wall is a large map of the United States and various brightly colored tacks with clusters at some places and stretches of untacked wastes at others, visualize to some extent the market and its possibilities.

In other lines of business, however, these geographical charts do not have the same significance. In the recent past, when all building seemed to be at a standstill, the market was unsold not geographically but in the minds of the possible consumer in every city and town in the country.

A feeling that prices were too high for raw materials and that somehow, sometime they would drop prevented action everywhere. It was not until the idea that the country was on a permanently higher price level had been registered on the mind of the public by constant repetition in the news columns and advertising pages that the deadlock was broken and building started almost everywhere at approximately the same time.

The minds of a group of people uninformed about a product or prejudiced against it, are apparently just as real an unsold market as any particular place on the map, though not nearly so easy to visualize and chart out. These facts have been true in the past in reference to such widely different products as cranberries and cement. It is almost impossible to state in advance how many additional barrels of cranberries will be consumed if the public can be convinced that they are an all the year round, and not only a Thanksgiving and Christmas delicacy.

In considering the unsold mar-

ket for gas a somewhat similar condition apparently exists. While there is no prejudice against gas there is a lack of knowledge as to what gas can do and how it can help in the home and the factory. And prejudice that may exist seems to be part of the general feeling of resentment of the public, the discontent with all modern living costs, and this prejudice seems to be directed among others against the public utility companies.

Through these companies the gas men touch the public and it is understood that a broad service policy will be worked out and all agencies dealing with the public in any way will be educated along modern lines before any extensive campaign of educational advertising is inaugurated.

A preliminary announcement that the American Gas Association was considering the use of advertising in reaching the unsold market for its product was made by Oscar H. Fogg, secretary-manager of the association.

"By a majority vote of the active members in general session at the March conference, an advertising section of the association was created. The new section will be organized at a later meeting at which time officers will be elected and a definite programme decided upon."

GEO. B. CORTELYOU LOOKS INTO THE FUTURE

At the later meeting George B. Cortelyou, president of the Consolidated Gas Company of New York and a man who in the past has used advertising with good results, presided and pointed out the value of a nation-wide publicity campaign. He emphasized the statement that to advertise is to energize business, and that the

JUNE 16, 1919.

THE LEDGER, BIRMINGHAM, ALA.

GENTLEMEN:

Attention Mr. J. A. Martin, Vice-Pres.

Sure, you are right! Throwing out dirty, nasty advertising isn't committing suicide. It is working in the right direction—it is building on a permanent foundation—the only one on which we can stand.

You should capitalize it—cash in on it in a big way and you will be doing this when the other fellows are looking for business.

We can name you worlds of papers that, like yourself, are pioneers in the fight for clean advertising. They have taken the same stand you have and they are going to clean up this nasty mess.

Any time a manufacturer wants to buy space in a paper—to carry a message to the public that isn't decent, clean, fair—this manufacturer is not working with the best intentions and is only using the newspaper to do the dirty work—and I admire the man who will "stand pat" and refuse this stuff even at the cost of the real, honest-to-goodness money.

Very truly yours,
SEHL ADVERTISING AGENCY.

"Birds of a Feather Flock Together"

This letter from the Sehl Advertising Agency speaks for itself. They wrote it because they are fearless and square and because they and their client (The Calumet Baking Powder Company) are proud of and thankful for being able to buy space in a newspaper that is CLEAN. They *know* that there is nothing advertised in the Birmingham Ledger but what is *just as pure as a can of Calumet Baking Powder*.

The Birmingham Ledger bars from its columns every line of the *dirty, nasty, appetite-killing, faith-shaking advertising* of patent medicine concerns, quack doctors and fake dentists. That's why it is booming in advertising from the high-class Birmingham merchants and National Advertisers.

There never was a time when the claim that Birmingham can be covered at one cost by concentrating in any one Birmingham paper was true. Such claims were conceived in selfishness and prompted by greed and not with the advertiser's best interest at heart. If untrue heretofore, they are grossly untrue now and it is high time that advertisers and agencies throughout the country *know* it.

In the month of May alone, 91,522 lines (6538 inches) of advertising appeared in Birmingham in one paper alone which The Ledger would have refused. The people of Birmingham know this, and while we don't claim to have as MUCH circulation as some papers claim, our space is more valuable because of the *class* and *quality* of our readers and their *faith* in The Ledger.

Colgate, Penick & Ford, The Fairbanks Company, American Sugar Refining Company, Victor Talking Machine Company, Fisk, Firestone, Goodrich—too many to name—use The Ledger. They and their agencies know that "all that glistens is not gold," and—they are, too, wise enough to know that *clean* company is better than dirty.

Mr. Advertiser, when your list and estimate comes back from your agency—see if The Ledger is "on." If not, ask "Why?" There can't be a *good* reason and it's only fair to yourself and to "Truth" to find out *why*. Think it over.

THE BIRMINGHAM LEDGER

J. A. MARTIN, Advertising Manager

THE JOHN BUDD COMPANY
Advertising Representatives
The Birmingham Ledger

Tribune Bldg.,
Chicago

Burrell Bldg.,
New York

Chemical Bldg.,
St. Louis

Member A. B. C.

Results
are much better
when you solicit your orders by mail, if you send your sales letter and your sample together—to reach your customer at the same moment—in

Two-in-one
ENVELOPE BAG
TRADE MARK

Count the cost of postage you spend just to get your customers to write, "Please send sample."

Your customer wants to see your sample. He doesn't want to read another sales letter.

When you use Two-In-One Envelope Bag, your customer acts at once on your proposition. You will get more orders, with no more selling ex-

pense. For Two-In-One Envelope Bag requires 1st class postage on letter only, and regular merchandise postage rate on sample. You need to write the address only once. This is the up-to-date, efficient profitable way to **SELL BY MAIL**.

Two-In-One Envelope Bag is tough manila envelope firmly machine-stitched to stout cloth bag, printed to order and made in three convenient sizes—large, medium and small.

Free Samples on Request

Mail This Coupon NOW
to **BEMIS BRO. BAG CO.**
St. Louis

BEMIS BRO. BAG CO.,
624 S. 4th St., St. Louis, Mo.

Please send us, with full particulars and prices, but without obligation, sample of your Two-In-One Envelope Bag.

Name

Address

type of campaign should be one to bring the ordinary citizen closer to the gas company and to make him more familiar than heretofore with what gas can do for him in his daily life, rather than a campaign to develop one line of appliances while disregarding other lines.

A committee on nominations was then formed which brought in the names of two men to head the advertising section. These men, who were subsequently elected, were George Williams, of the Henry L. Doherty Co., chairman, and Herbert K. Dodson, of the Consolidated Gas, Electric Light & Power Co. of Baltimore, vice-chairman. In the past the advertising efforts of the gas companies in America have been along committee lines, or by individuals. New England gas companies have been long time advertisers, the United Gas Improvement Co. has advertised gas appliances since 1898, and many other individual companies have advertised their wares and their purposes; but aside from the N. C. G. A. campaign of 1914 there has been no concerted association effort to sell the public on gas and win good will for public utilities through frank, confidence-inspiring advertising.

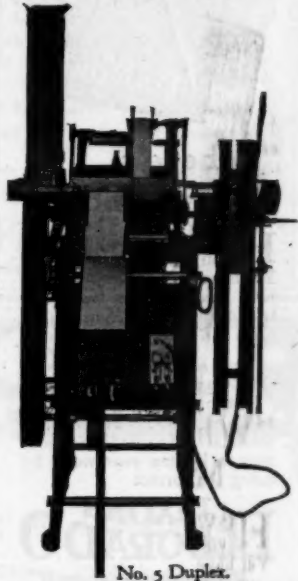
A BRITISH EXAMPLE

The advertising of the British Commercial Gas Association, on the other hand, for a number of years has not only resulted in a greatly increased consumption of gas, but has also strengthened good will on the part of the public. This campaign was described by Thomas Russell in **PRINTERS' INK** of March 8, 1917. It went far beyond the cooking lectures, local dealer demonstrations and circular stage. Almost eighty per cent of the gas companies in Great Britain subscribed to a general gas advertising fund. This fund is expended by advertising experts who set out to batter down the walls of prejudice which stood in the way of an increased consumption of gas. As an example of this sort of intensive advertising a direct appeal in medical publica-

SPEED ACCURACY ECONOMY

in the handling of addresses for publishers are guaranteed by

THE BELKNAP SYSTEM



No. 5 Duplex.

The No. 5 Duplex Machine, in one operation at a continuous speed of 7,500 per hour, will

- 1 Address and list names on mailer strip.
- 2 Print and cut proof of stencils in strips at any lengths for binding.
- 3 Automatically pick out expiring stencils and file them in separate drawers.
- 4 Count and register the number of subscriptions, automatically skipping and not counting postal divisions.

RAPID ADDRESSING MACHINE CO.

Belknap System

32-46 West 23rd Street NEW YORK



"Where's My Pencil?"

HOW many times have you asked that question? Yet have you ever really found your pencil? One that feels friendly to your hand—that eases and quickens your work?

You can find this pencil. Our unusual little booklet "Finding Your Pencil" will tell you how. It contains personal information about how to lighten your work by using the correct

DIXON'S ELDORADO

the master drawing pencil

Write for it today—booklet No. 150-J.

Write us on your letterhead for free full length samples, telling us what work you do and your dealer's name.

It's in 7 LEADS
one for every need or preference -

Joseph Dixon Crucible Co.
Pencil Dept. 150-J, Jersey City, N.J.
Canadian Distributors
A. R. Mac Dougall & Co., Ltd., Toronto

There is a Dixon-quality Pencil, Crayon and Eraser for every purpose

tions and by mail to doctors was made to allay false health rumors standing in the way of using gas heaters.

This resulted in some interesting statistics about doctors who used gas heaters in their own homes. While only twenty-nine per cent of them used gas for heating in 1909, 78.2 per cent used it in 1915. This was featured in full-page space in the *Lancet* and other medical journals with a strong argument for gas based on it.

There was in England scarcely as much reason for securing the friendly understanding of their position as faces the public utility companies in America, and yet this feature was by no means overlooked in the advertising.

In commenting on the campaign the *Gas Age* says: "If the public fully understands and has confidence in the truth of what is presented, it is usually both patient and just."

The intelligent understanding of the public is an absolute necessity to the public utilities companies to-day. With the prices of such materials as cast iron, which enters so importantly into the cost of extending the gas distribution system, more than twice as high as in the pre-war period, many gas companies are in a condition where revenues are barely sufficient to cover the operating expenses and fixed charges. In this condition the profit per thousand cubic feet of gas has in many cases dwindled to a remarkable degree.

The financial market is not exactly enthusiastic about lending money to a business in as hard a fix as many gas companies are in. The close relation of this to general business and credit was pointed out recently by Francis H. Sisson, vice-president of the Guaranty Trust Co.

Increased rates are by no means the only source of increased revenue. In cutting down the emergency calls, for imaginary troubles by explanation and in showing the public that they are actually selling service, the utility companies could charge a fair price

Louisiana Is Calling For Tractors

The Weekly News Letter of the U. S. Department of Agriculture recently said that owing to excessive rainfall in Jefferson Davis Parish, the land was made so compact and heavy

THAT

"Mules Could Not Do More Than Four or Five Days Work a Week."

BUT

"Farmers who had tractors found they could do this work very much better and quicker than with mule teams."

"As a result, there are more than 200 new tractors, or a total of more than 300 in operation in the Parish."

In this rich portion of South Louisiana, which includes soil like that of Jefferson Davis—the Rice and Sugar Belt—

Modern Farming Has Over 10,000 Circulation

almost every subscriber a tractor or automobile owner or prospect.

Tractor lineage is growing with us even faster than other classifications. Net paid circulation July 26, 1919—42,227.

Published
semi-monthly

MODERN FARMING

New Orleans,
Louisiana

The Louisiana and Mississippi Farm Paper



**THE GUGLER-
Lithographic Co.**

Farm Implements and Lithography

The noticeable increase in the attractiveness of farm implement advertising within the past few years has been due largely to the extensive use of lithography by manufacturers of farm machinery. Our exceptional facilities and our experience in handling subjects of this character enable us to produce some unusually beautiful and striking effects.

Samples sent on request.

MILWAUKEE AND CHICAGO.

Almost every American concern established in the British market recognizes that the Odhams Group dominates Britain when advertising is considered

If YOU are interested, let us amplify the following brief particulars:

Average Sale Per Issue	PUBLICATION	Character of Paper and Circulation	Adv. Rate	Page Size
1,500,000	John Bull . . .	More powerful and more widely read than any other British periodical. Circulates among all classes everywhere in the British Isles.	\$1,700 Per Page	11 x 9
250,000	National News	Britain's only independent Sunday newspaper, read by the well-to-do classes.	\$10.00 per s. c. in.
150,000	Passing Show .	Clever satire and clean humor in prose, verse and picture, appealing to people who appreciate the good things in life.	\$225 Per Page	10 x 7
20,000	The World . . .	Authoritative review of the week's happenings. Reaches influential and society people, clubs, etc.	\$100 Per Page	10 x 7
150,000	London Mail .	"Gossip" society and humorous weekly, popular among people interested in personalities, art, theatres, etc.	\$200 Per Page	10 x 7
150,000	Pictures	Illustrated weekly read by the screen-loving public.	\$100 Per Page	10 x 7
90,000	Everywoman's	Popular home magazine — fashion, cookery, toilet, nursery, etc.	\$100 Per Page	

ODHAMS LIMITED, LONG ACRE, LONDON
PHILIP EMANUEL, Advertisement Manager

Represented temporarily U. S. A. by
ARTHUR TAYLOR
 Old Colony Club, Hotel Manhattan, New York
 who will gladly send Specimen Copies, Rate Cards
 and other information

for it. Had the companies taken the public into their confidence through the force of paid advertising in the past it is undoubtedly true that a great many more of them during the past few years could have received increases in rates commensurate with the increased cost of doing business.

A great opportunity, however, still lies before the new advertising section of the American Gas Association with its close contact with the great public utility corporations, which touch the public so intimately in every detail of their life.

The first step would appear to be a campaign of education inside the companies as to the value and spirit of real service, from the man who glares out through the little window when you go up to protest a bill the previous tenant should have paid, to the man who comes so perilously close to the family cellar supply when he drops around to read the meter. This last man in the future will have to be a past master in tact and in inspiring confidence.

Secretary Lane recently at Cleveland described the age we are entering as "an age of gas."

New industrial installations open up a big field. Appliances for the heat treating of metals, large hotel and institutional cooking range installations, bake shops, gas steam boilers for dry cleaning, milk depots for the sterilizing of bottles—the possibilities are big.

The first step in winning the new market for gas, however, must be in breaking down prejudice and building up understanding in the mind of the final consumer.

With the right kind of service inside built up first, the right kind of frank conservative advertising can greatly help the public utility companies.

The new advertising section therefore would seem to merit the support of every man in the business.

Wert Stewart has become sales manager of the Hawtin Engraving Co., of Chicago. He has held positions with various Chicago advertising agencies.

Advertising Agents

who are considering the British market should be fully cognisant of the merits of

London Opinion

"The best puller in England."

Prominent London Advertising Agent.

The possibilities of this market may be tested by the sole use of

London Opinion

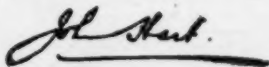
which covers the field at a low cost.

"The one best buy in England."

Prominent English Advertising Agent.

Specimen copy with rate and full particulars free on request.

Do you get HELLO? If not, write me.



Advertising Manager

LONDON OPINION

67 and 68 Chandos St.

Strand, London, W.C.2

A Fertile Field

requires no other additional aid than Nature's own. You just naturally reap the harvest. That's exactly what the City of Chester (Pa.) and Delaware County is today. Get the meat right from the beginning by expending your appropriation for this territory in the

Chester Times and The Morning Republican

Foreign Representative

FRANK R. NORTHRUP

303 FIFTH AVE. NEW YORK CITY

Association Building, Chicago

A. B. C. Audit Net Paid—14,177
For period ending 3-31-19

Graffco



WISE SIGNALS

Come in 12 Colors

Most useful aids to the man whose data must be simplified, classified, and instantly accessible. Fasten tightly to cards—no slipping—and by their bright-colored faces

indicate just what is wanted and never let you forget when to write follow-ups, check shipments, where your salesmen are, when contracts expire, etc. Unlimitedly useful. Safer, quicker, easier than written notes.

USED TODAY BY

Du Pont Powder Companies

Alexander Hamilton Institute.

General Electric Co.

International Correspondence Schools

Victor Talking Machine

Ford Motor Co.

and by more than 50 departments of U. S. Government.

Send for samples

GEORGE B. GRAFF COMPANY
294 Washington St. Boston, Mass.

Mfrs. of Time-saving Office Devices

A Foreign Trade Credit Exchange

The Foreign Credit Interchange Bureau is the name given an organization recently formed in New York for the purpose of expanding American export trade by the reciprocal interchange of experiences in foreign credits.

A campaign has just been launched to obtain 300 members for the new institution, which will be a mutual organization. Supporting the movement are leading exporters in the United States, according to a statement issued by J. H. Tregoe, secretary-treasurer of the National Association of Credit Men.

"The plan to be initiated by the Foreign Credit Interchange Bureau of the National Association of Credit Men is a simple one, for it is built on the domestic interchange system," says Mr. Tregoe. "This is the psychological time to start a movement for increased and safer foreign credits and better business in fields abroad. The system will aid our members to eliminate entirely the undesirable buyer and to keep their files up to date."

A comparatively small group of credit men responsible for checking foreign credits has for years been considering this plan awaiting a favorable moment.

Bohemia and Exporters

Consul Young, at Prague, Czechoslovakia, in a dispatch to the Department of Commerce, urges American business men not to address letters to Bohemia. They should be addressed "Czecho-Slovakia."

In the body of the letters, when the whole country is intended to be mentioned its proper name should be used. "Bohemia" is but one of the parts of the present country, and when an American firm speaks of wanting agencies in "Bohemia" without a knowledge of such a firm's previous connection in the former "Crownlands" now comprising the new State, it is impossible to tell whether the firm is desirous of securing new agencies in Bohemia only, or throughout the entire Czechoslovakia.

Association Endorses "Printers' Ink" Editorial

THE ASSOCIATED
COOPERAGE INDUSTRIES
OF AMERICA

July 11, 1919.

Editor of PRINTERS' INK:

Our attention has been directed to an editorial which appeared in PRINTERS' INK entitled "Tie Up With Association's Advertising" and we consider it such a strong argument in favor of co-operative advertising that we would like to send a copy to each of our members. Would therefore respectfully inquire whether or not we could secure 450 copies for distribution?

V. W. KRAFFT,
Secretary.

Times-Union

ALBANY, N.Y.

Surpasses All Previous Records

Its Twenty-five Years Leadership
Grows Stronger Each Succeeding Year

Member of Audit Bureau of Circulations

The circulation of The Times-Union,
in the City of Albany, is larger than
the combined city circulation of the
three other Albany dailies.

Summary of Display Advertising

January 1st to July 1st, 1919

	<i>Local</i>	<i>Foreign</i>	<i>Total</i>
The Times-Union	124,965 inches	73,792 inches	198,757 inches
Second Paper . .	92,268 "	38,590 "	130,858 "
Third Paper . . .	66,116 "	27,704 "	93,820 "
Fourth Paper . .	26,829 "	11,299 "	38,128 "

With a total of 423,435 inches published by the first three papers The Times-Union carried 198,757 inches, or 25,000 inches less than the combined total of the second and third papers.

Classified Advertising

During the first six months period of 1919, the four Albany papers carried 190,564 classified advertisements, of this total number The Times-Union published 76,398 or over 40%.

The Times-Union, Albany, N.Y.

MARTIN H. GLYNN, *Publisher*

Represented by

Verree and Conklin
INC.

NEW YORK—225 5th Ave.

CHICAGO —28 E. Jackson Blvd.

DETROIT —11 Lafayette Blvd.



When our doughboys cheered a clothing ad in France

When our soldiers came down from the Rhine to Brest, St. Nazaire, Bordeaux, Nantes, Calais, Cherbourg and Havre to go aboard the waiting transports, they found America waiting for them. The same familiar HART, SCHAFFNER & MARX clothing advertisements they had known at home greeted them again on the grey walls of those old French seaport towns, and the men wildly cheered those ads—those messages from their own land.

Placing those great pictures on the French blank walls was not an easy task by any means. HART, SCHAFFNER & MARX had the idea but they couldn't carry it out. They couldn't find the way.

We had notified them—and some other big advertisers—of the arrival in America of our associate, M. Jean H. Fulgeras, of Paris, with the suggestion that they should meet him. In telling the story of what followed they say:

"Seemingly, no one here or abroad could help us. Finally we heard of a live, young Frenchman, an advertising man, who was then in New York, and we wired him. He said he'd put it over, as he was about to return to France, and he did."

We take sincere satisfaction in the thought that our associates, the Compagnie de Publicite Internationale of Paris, of which M. Fulgeras is the directing head, were able to put through this enterprising plan for Hart, Schaffner & Marx.

As the American representatives of this French advertising company, perhaps we can do as well for you as Hart, Schaffner & Marx feel was done for them. A conference with us will determine that. Incidentally right here in New York we know quite a lot about France.

Send for a copy of our booklet, "France as a field for American Products."

Collin Armstrong, Inc.

General Advertising Agents

1463 Broadway

Paris

New York

London

31 bis Faubourg Montmartre

25 Victoria St., S. W. 1

Dinner to Frank C. Grandin

FRRIENDS of Frank C. Grandin gave a dinner to him on the evening of July 29 at the Hotel Pennsylvania to welcome him to New York and to mark the establishment of the Liberty Advertising Agency in this city.

A reception was held before the dinner which was scheduled to start at 6:30. The first part of the dinner was taken up with eating and entertainment. At the bottom of the menu the following appeared:

"The Committee acknowledges with thanks the kindness of Mr. Florenz Ziegfeld for furnishing the wonderful Vaudeville Program, direct from the Ziegfeld Follies and Midnight Frolic," and all the diners agreed that a great debt was due the gentleman mentioned.

William A. Thomson, Director of the Advertising Bureau of the A. N. P. A. acted as Toastmaster and called first upon William C. Freeman of Paul Block, Inc., who was described as "the man who could write a page advertisement guaranteed to make the public think more of the advertiser than the advertiser thinks of himself."

Mr. Freeman, during his speech, brought forth an acrostic of advertising as follows:

- A. Aggressiveness.
- D. Dependability.
- V. Vision.
- E. Enterprise.
- R. Resourcefulness.
- T. Truth.
- I. Integrity.
- S. Sincerity.
- I. Intelligence.
- N. Nerve.
- G. Grit.

An extemporaneous speech from the side of the hall followed which gave some very interesting local color to the occasion and delved into the history of Battle Creek and the old days of "There's a Reason Company," from which the Liberty Advertising Company is the outgrowth.

General Felix Angus, publisher of the Baltimore *American* and *Evening Star* followed, describing

some of the old-time dinners at Delmonico's.

John R. Scott, managing director of the Manchester *Guardian* and George A. McClellan, of *Today's Housewife*, chairman of the Dinner Committee, followed in order.

Lieut. Col. Edward Buxton, Jr., publisher of the Providence *Journal* and *Evening Bulletin*, followed Mr. McClellan.

Mr. Hulscher, secretary of the Liberty Advertising Agency, followed and Hugh O'Donnell of the New York *Times*, finished the evening.

A committee in charge of the arrangements for the dinner to welcome Frank C. Grandin to "what is left of the fair and glorious city of New York after July 1" was composed of: Howard Davis of the New York *Tribune*; Louis Wiley of the New York *Times*; Thomas E. Conklin of Verree and Conklin, Inc.; George Larke of the New York *World*; Paul Block of Paul Block, Inc.; William Simpson of the Philadelphia *Bulletin*; E. W. Preston of the Boston *Herald*; Barrett Andrews of the Caxton Advertising Agency, and George A. McClellan of *Today's Housewife*, Chairman.

Gum Sales Heaviest in the West

The "United Shield" of the United Cigar Stores Company publishes interesting figures on chewing gum sales through its retail outlets. During May the average sale per store from the company's Chicago depot was more than double that of the New York district.

The average gum sales per store from the three depots for the month of May, 1919, and the corresponding month last year are as follows:

	1918	1919
San Francisco.....	\$79.18	\$70.65
Chicago	95.56	114.56
New York	48.87	51.10

Founder of "Geyer's Stationer" Dead

Andrew Geyer, of New York, founder of *Geyer's Stationer*, died at his summer home, Belmar, N. J., on July 28.

He was an organizer of the Stationers' Association of New York, the first secretary of the Stationers' and Publishers' Board of Trade, and a former secretary of the Booksellers' and Stationers' Provident Association.

Competition from Nut Butter Gives Creameries Advertising Opportunities

A Centralized Creamery in Colorado Accepts Gauge of Battle and Wins First Bout

By J. T. Bartlett

NEWSPAPER, magazine and outdoor advertising devoted to oleomargarine and nut butters has been of unprecedented volume the past two years. Undoubtedly many thousands of consumers have been won over to the use of these now well-known butter substitutes. Even farmers buy them extensively.

The butter interests, as many have observed, made no serious reply to the butter substitute propaganda. There was a reason. War-time overseas demands for fats automatically solved the marketing question, and advertising was neglected.

"For every advertisement for butter substitutes, there ought to be one for milk or butter or ice cream or cheese."

So declares a recent farm-paper advertisement of the California Dairy Council, which is systematically developing organized support for dairy advertising projects.

In Boston, the New England Milk Producers' Association and the wholesale milk distributors, between whom there have been interminable price battles for years, have decided to eat out of the same dish. PRINTERS' INK has described this campaign in some detail.* What did the trick in New England? Advertising the food value of milk.

"Everyone should eat more milk and butter, ice cream and cheese—city people especially," says the California Dairy Council, and adds the crucial fact in the whole matter, "But they don't know it."

So much for the general outlook. Now for a feature of it,

the support of private dairy manufacturing interests, which dairymen hitherto have given little thought to. Private concerns with enormous aggregate resources, equally interested with producers in the marketing of milk products, can be expected to be whole-hearted allies in the campaign to back-fire oleo and expand the consumer demand for milk, butter, cheese and ice cream.

In butter manufacture effective advertising is facilitated from the fact that the United States is passing from a period of small local creameries, in many cases co-operative, to a period when butter-making is more and more in the hands of centralized creameries, each with enormous output. The centralization movement has been rapid in the Middle and Far West. It is participated in by local co-operative creameries as well as by private concerns. The merger has just been reported in the San Joaquin Valley, California, of some sixteen co-operative creameries, with a combined investment of \$1,000,000.

CENTRALIZED COLORADO CREAMERY ADVERTISES

The output of the average local co-operative creamery is so small that it is little interested in advertising to promote consumer demand for its butter. The big centralized creameries, by contrast, put out branded butter in attractive packages. Having enormous output, they are as vitally interested in consumer demand as is a biscuit manufacturer.

As showing what advertising will accomplish for the centralized creamery—incidentally, from

*April 10, 1919, issue, page 47.

Providence Is Prosperous

*Savings banks
deposits are a
meter of the
financial well-
being of a
city's people.*

Prosperity brings increased sales of merchandise. Focus your sales and advertising effort on this rich community of successful people with a buying capacity and per capita wealth far above average. Thoroughly covered by Rhode Island's influential newspapers.

SAVINGS DEPOSITS HIT RECORD MARK

Gain of \$12,906,204.28 During
Last Fiscal Year

COMMISSIONER GIVES REPORT

Figures Represent Money Placed in
Savings Banks and Accounts to
Trust Companies and State Insti-
tutions Which Came Under State
Auditor's Direction.

George H. Newhall, Bank Commissioner of Rhode Island, has prepared a preliminary statement showing the condition of all savings banks, trust companies and State banks, which come under the direction of his department, and also national banks, for the fiscal year ending June 30, 1913. Savings bank deposits and participation or savings deposits in trust companies and State banks have increased, from June 30, 1912 to June 30, 1913 \$12,906,204.28. This is an unprecedented growth for the year. The increase in savings banks alone over last year is \$7,979,861.25. This is the largest increase in any one year that the savings banks have ever had, running back to 1864. The total amount of savings deposits in the State is now \$1,000,000,000.00.

The Providence Journal The Evening Bulletin

19½c a line weekdays and 10c
a line Sundays buys their
combined circulation

THE PROVIDENCE JOURNAL COMPANY

CHAS. H. EDDY CO.

Representatives

New York

Boston

Chicago



Place Your Advertising in the Big Convention Number of Associated Advertising

THE monthly circulation of Associated Advertising which is 15,500 A. B. C. will be increased by the distribution of several thousand copies of the September issue at the New Orleans Convention of the Associated Advertising Clubs of the World September 21 to 25.

The delegates and visitors to the Convention, who will spend \$200 or more each in expenses, will read every line of the program, plans, day-to-day happenings, entertainment features, etc. These all appear in the September number.

Space taken in the September Convention number will have greater publicity and actual result bringing value than in any other issue.

The remarkably enhanced editorial value of the publication has attracted such a volume of advertising in the past four months that it has been necessary to increase the book from

36 to 52 to 60 to 68 to 72
pages.

Business already scheduled forces the September issue to more than 100 pages. To get a good position, wire your reservation for this number at once.

One page, \$150; \$5 an inch. All advertising next to reading matter. (Page 8x10; 3 cols. 2½x10.)

Associated Advertising

A MONTHLY MAGAZINE

Associated Advertising Clubs of the World, Inc., Publishers

H. C. DAYCH
Eastern Representative
110 West 40th Street
New York City

P. S. FLOREA
Business Manager
110 West 40th Street
New York City

STANLEY IKERD
Western Representative
123 West Madison Street
Chicago, Ill.
Tel: Central 3021

the standpoint of the dairying industry, delivering staggering blows to oleos and nut butters—a campaign recently inaugurated by the Mid-West Creamery, of Denver, Colorado, may be cited.

This centralized creamery, to which producers ship cream direct from a territory comprising Wyoming, Colorado, New Mexico, Kansas, and even other States, and which has a list of 12,000 cream shippers to whom it mails regularly its prices, experimentally launched in February last a consumer advertising campaign for its Mid-West Butter. It was neither a very costly, elaborately-conceived, nor spectacular campaign. But it was somewhat unique in one respect—it took as a keynote the wholesomeness and superior food value of "cow" butter. Ralph Gingrich of the Mid-West Creamery Company planned the advertisements. The advertisements appeared in daily newspapers of local and State circulation.

In all of these publications had appeared, at one time or another, propaganda of the oleo interests. The Mid-West advertisements did not allude specifically to the butter substitutes, but they did draw attention to the indispensable character of butter made from cow's cream.

One of the larger advertisements, occupying a half-column space three columns wide, was headed, "Butter—A Necessity," and ended with the catchy slogan, "You Might As Well Have the Best—Mid-West." In between was printed official Food Administration testimony to the primary importance of butter fat in the human diet. The vitamins are essential to growth, and the human race cannot dispense with them. The advertisement carried a tabulated comparison of the caloric (heat) strength of butter and of the staple meats and cereals.

The printed matter in this ad was set off with a decorative scene. Below were several sleek cows outside a modern dairy barn.

"When Seconds Count"



"Publications—out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield - Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by
Chicago Carton Company
4433 Ogden Ave. Chicago, Illinois



Advertising "Action"

Seven years' experience.
In fighting branch of
army year and a half.

The folks with the right product—the will and courage to advertise it properly—can use my services. Two years sales promotion work. Five years advertising manager. I know how to write for results. I have built catalogs, booklets, folders, mailing pieces and signs. My sales letters have produced. I have analyzed materials and markets. I have worked with the dealer. I have originated trade slogans, names and marks. I know selling in its various ramifications. I have learned much of business organization and human nature. This knowledge, used with tact inside the organization, and with the right aggressiveness outside—must produce satisfactory advertising results.

"Action" has always played a big part in my business life. The army has broadened me much. And the folks who employ me will get more satisfaction than they bargained for—if common sense, tact, experience and hard work count. I'll see to it. The size of the concern is immaterial to me. It's their product, enthusiasm, broad-mindedness and courage. They must need my services immediately. I'll go anywhere.

Am nearing thirty. College training. Worth \$3000 the first year. I shall be glad indeed to make it easy for the principals to employ me quickly and suggest that correspondent send present printed matter with letter.
H. Tyler Kay, Box 125, care Printers' Ink.



art

*decorative
typographic
illustrative*

**ASSOCIATED ARTISTS
OF PHILADELPHIA**
1630 Sansom Street



In the immediate foreground was a package of Mid-West Butter.

Most of the advertisements were of smaller size, two columns wide and filling not more than a third-column. One of these, simple in style yet delivering a genuine message in a few words ought to be cited. Within a circle were the words in large type, "Real Cows, Real Cream, Real Butter," each phrase a line by itself. Below, in smaller type, was, "Pure, Pasteurized, Delicious." Specifically, that advertisement didn't say that "cow" butter was infinitely superior to substitute butter, but it irresistibly conveyed that impression. The rest of the advertisement was a fac-simile of the Mid-West package, the phrase, "At Your Grocer's," and a telephone number.

Now, how did this advertising "pan out?" It was carried during a period when butter was selling around sixty cents a pound, and consumers everywhere were talking about the high price. Before answering this crucial question, the writer wishes to tell how the Mid-West Company was led to attempt the campaign. And therein is another tribute to the business-building value of advertising.

GROUND BROKEN FOR THE CAMPAIGN

The Gingrich Produce Co., and its successor, the Mid-West Creamery Co., has published for three years a four-sheet monthly house-organ, the "Direct Shipper." It is sent regularly to all farmers shipping cream to the Mid-West Creamery, and to prospective shippers.

The "Direct Shipper," from the first, has been pure propaganda, but of a kind equally beneficial to creamery and patron. There were numerous business problems which it was hoped to solve with a house-organ. Throughout its supply territory, the Mid-West, dealing at long distance, must compete with local cream stations which were right on the ground, and had frequent actual contact with cream producers. The average creamery patron,



Send for these prints

These pictures are worthy of frames.

The artist who made this portfolio brought to this institution one more style of treatment particularly adapted to commercial art that requires boldness moderated by exquisite technique.

Three of these etchings are included. We should like to send a portfolio to you with our compliments. There is surely no obligation incurred, other than the consideration of our artists and their work, as applied to your illustrative needs, at your leisure.

The Studios of

Grauman & Company
Stevens Building Chicago





Two Books with a Single Purpose— To protect your money

The Todd Protectograph Company's business is, just as this little booklet states—"Protecting the Nation's Money." They are experts of long standing in the business, as you know—and so it is quite natural that they should select INTERLAKEN Book Cloth, to protect *their* money.

To use their own terms:—"We have found it well worth while to use a permanent cloth binding for a book of this kind. It is the best form of 'Wastebasket Insurance.'"

The other little booklet is ours. It is bound in INTERLAKEN also and it contains all the reasons why the Todd Protectograph Company and many other advertisers use INTERLAKEN—

Just say: "Send me a copy."

INTERLAKEN MILLS,

Providence, R. I.

Interlaken
Book Cloth The standard since 1883

too, makes the price his buyer pays the subject of chronic complaint. The house-organ would enable the Mid-West Company to explain market conditions and in some measure convince the farmer he was receiving a square deal.

There was likewise opportunity to educate producers in better production and handling methods. It was to the Mid-West's interest that its patrons prosper. It was still more to its interest that shippers supply a high quality of cream.

The house-organ accomplished all these things and more, to an extent gratifying beyond the company's expectations. The educational matter was mostly press material supplied by Government dairy workers. On matters concerning the trade in cream, the company spoke sincerely—"from the shoulder"—on such topics as fake creamery promotion, cream station competitive methods, and the like. With its wide view of conditions in a large territory, it always could write something of genuine interest. It attacked in particular, and tellingly, the methods of the cream buying stations, essentially middlemen which obviously cannot pay as much as a centralized creamery buying direct.

Advertising of this character solved supply questions so efficiently that the Mid-West Company believed with confidence that advertising of an educational nature aimed at the consumer would be equally successful. It had told farmer-shippers things they didn't know. Now it would tell consumers important facts unknown to the majority—the food values of the product.

The newspaper advertisements were supplemented by attractive, eye-catching sign-board messages, like a Mid-West butter package and the words, "Four Ounces of Butter Equal Three Pounds of Fish."

Now to answer the important question.

This advertising paid. Early in May, when it was really too

The Atlanta Journal Atlanta, Ga.

Over a Million Lines Again in July

The record of over a million lines of paid advertising a month for the Daily and Sunday Atlanta Journal began in March and has continued in each of April, May, June and July.

Advertising in The
Journal Sells the Goods

Intensive Circulation in Wisconsin

Of approximately 141,112 families on the farms and in small towns of Wisconsin, 63,395 read the Wisconsin Weekly League newspapers.

They represent the more prosperous buyers of Wisconsin. They read their weekly newspaper thoroughly to get the local news. For the advertiser and agent who appreciates the value of this reader interest and intensive circulation, the Wisconsin Weekly League offers the most influential entry to these families.

One order and one bill covers the entire list or any part of it.

WISCONSIN WEEKLY LEAGUE

J. WALTER STRONG, Sec. and Treas.

ELKHORN, WISCONSIN

**Mr. Manufacturer or
Advertising Agent—**

I Want Your Advice

I have had twelve years' successful experience in sales promotion and advertising work with large corporations.

I want to get into business for myself or make some connection where no limit is put on my earning capacity.

If you know of such an opportunity—perhaps some new manufacturer who wants distribution—I shall certainly appreciate your addressing

**R. W., Box 121
Care of Printers' Ink**

Southern Manufacturer

—whose selling market is as broad as the nation itself?
—whose product, a stable trade specialty, is as necessary to factories as oil to a motor.

Wants Man

—capable of organizing and managing advertising department. He will be required to prepare direct-by-mail matter mostly, consequently must be a strong letter writer and understand the compilation of effective booklets thoroughly. He will be given a free hand in exercising his own initiative and judgment. Young man preferred who is looking for a connection with a concern, the future of which is as good as he wants his own to be. His salary will be whatever he is worth.
—Samples of work accepted and printed together with full details of past experience should accompany reply.

**Address P. C. Box 124
c/o Printers' Ink**

early to appraise the campaign properly by the results then obtained, it had increased sales for the February to May period, in the territory advertised to, by ten to twelve per cent over the same period of 1918. It accomplished this increase despite a general rise in butter prices of 50 to 75 per cent, the marked tendency of which was to reduce consumption. If butter prices should radically drop, the company believes the advertising would flood it with orders beyond its capacity to fill.

This is what advertising emphasizing the food value of butter accomplished for a Western centralized creamery—a simple advertising campaign, in eminent good taste, which numerous other large creameries could easily afford to duplicate. That they will, eventually, is a pretty safe prediction. Once it becomes generally known in the trade that milk, butter, cheese, and ice cream consumption can be systematically, surely developed through food value advertising, then we will have floods of such advertising planned and paid for by private concerns.

There is a fertile field in which to reap and harvest. An estimate attributed to *Hoard's Dairyman* is pertinent—that instead of twenty-odd million cows, America could maintain fifty million, were consumers educated to the value of the various milk products.

Combs Joins "American Legion Weekly"

Charles E. Combs, who was a lieutenant in the chemical warfare section, United States army, and who was the advertising manager of *Current Opinion*, New York, during a period of seven years, is now business manager of the *American Legion Weekly*, New York.

M. J. Lieber With Chicago Company

Maury J. Lieber, just discharged from military service after 16 months in France, has been placed in charge of the creative department of the Personalized Sales Service, Chicago. He was formerly associated with Julian J. Behr, Cincinnati.



F. Vaux Wilson

Mr. Wilson has been chosen as a member of this organization, because of of his ability as a figure and genre painter.

His work in oils, both in color and black and white, possesses a solidarity and convincing quality that comes as a result of the intelligent efforts that have put him in the front rank of the country's illustrators.

We are happy to add Mr. Wilson to our growing list of nationally known artists; it is the spirit of these studios to ever increase the services they offer to buyers of the better sort of commercial art.

LOUIS C. PEDLAR, Inc.

Counsel in Art

95 MADISON AVE.

N. Y. C.

An announcement

HAWTIN
STUDIOS
CHICAGO

HENRY THIEDE

as art director

brings to our service an intelligent handling of the many problems contingent upon the successful development of advertising illustrations that is instantly appreciated by those familiar with the best in commercial art.

Associated with Mr. Thiede and under his direct and personal supervision are other artists of national reputation working in all media.

HAWTIN ART STUDIOS

Illustrators for advertisers

19 South Wells Street, Chicago

Loganberries, Fruit Syrups and Grapes Get Before Congress

The House of Representatives Have Apparently Tried the New Drinks—
Extracts From the Congressional Record

BEFORE the House of Representatives for consideration recently was House Bill 7840, a bill to reduce the tax on fruit juices. At the start it was thought that the bill would be disposed of quickly.

MR. CANNON. "Does the gentleman anticipate that we will pass this bill to-day?"

MR. FORDNEY. "Yes; it is a small bill."

MR. CANNON. "Yes, but sometimes a small baby has trouble in teething." (Laughter.)

After reading the bill by the Clerk, Mr. Hawley, from the land where the loganberry, nature's product made known by advertising grows, spoke as follows:

MR. HAWLEY. "The bill proposes a modification of existing revenue laws in so far as they affect non-alcoholic pure-fruit juice beverages, which so far as they were presented at the hearing include loganberry juice, grape juice and apple juice. These are food products made from fruits grown on the farm by expressing the juice and putting it into closed containers in an unfermented state.

"The manufacturers of these products showed that the present rate of tax is so great as to consume all the profit and threaten the extinction of the industry. The relief afforded by this bill will enable them to continue in business, preserve for domestic uses as excellent articles of food vast quantities of fruit that otherwise would be lost to consumption."

Then followed some mention of the luscious loganberry which shows that Mr. Hawley reads the advertising pages and has looked on this berry when it was red:

"The loganberry grows well on the Pacific Coast of the United States. It does not thrive under

climatic conditions of extreme heat or extreme cold. It is a cross between the Western wild blackberry and the red raspberry, and because of its large juice content does not stand shipment, especially for long distances.

"It must be used within a short time after picking. It is made into jams and jellies, or dried, but cannot be canned because of the extreme acidity of the fruit. The principal method of preserving the product is in the form of juice which is pressed out and bottled in an unfermented state. This is the backbone of the industry. Some years ago, when the berries were first grown, after a short term of experimentation, many growers dug up their vines because of insufficient means of marketing the product, but with the establishment of the juice business thousands of acres have been replanted and the acreage is continually growing."

In the first few years, continued Mr. Hawley, speaking of the Pheasant Northwest Products Company, maker of loganberry juice, it made no profit but sustained a loss while establishing the business, organizing its selling agencies and advertising their products. Then he showed their profit in the first year a profit was made—in 1918—was approximately \$70,000.

At this stage of the discussion, Mr. Moore, of Pennsylvania, mentioned Coca-Cola, and stated that the bill proposed would simply separate fruit juices from other compounds which go into soft drinks.

In a chart which Mr. Hawley then offered the tax on selling and advertising on loganberry juice was shown to be almost 2 per cent in the larger sizes. In explanation of this chart, Mr. Hawley gave some interesting fig-

ures on selling costs, profits and the tax.

"This table was prepared some months ago, before the close of their fiscal year, and it was ascertained afterwards that the costs were materially higher. From this table it will be seen that the total cost of the product delivered by the manufacturers, for 3 dozen 8-ounce bottles is \$6.045, which are sold to the trade for \$6.88, leaving an apparent profit of \$0.835. But had the selling price of \$6.88 been taxed at 10 per cent, producing a tax of \$0.688, this taken from the \$0.835 would have left an apparent selling profit of \$0.147 for 3 dozen 8-ounce bottles. But, as stated above, the costs ascertained at the close of the fiscal year show that with the tax added the product would have been sold at a loss. No business can continue on that basis. Of this selling price of \$6.88, the juice, which is the article the manufacturers are in the business of selling, cost \$1.96, or about one-fourth of the whole selling price. It will be noted that there are fifteen items other than the juice upon which the 10 per cent tax is to be paid. These items include bottles, freight charges to which a war tax is added, warehousing, and other administrative items, so that nearly three-fourths of the tax is on items other than the product they have to sell. The present tax is 29 cents a gallon, and the business cannot bear it and prosper. There are thousands of acres planted to loganberries. If this tax is permitted to take the backbone out of the juice business, the result will be the abandonment of a very great proportion of this acreage."

Mr. Black reads the advertising pages apparently, and he added the following:

MR. BLACK. "The language of the bill reads that there shall be levied, collected and paid upon all non-alcoholic fruit beverages, whether carbonated or not. Now, some of the carbonated bottling journals of the East advertise a preparation to make a loganberry carbonated beverage. It is advertised in the *National Bottlers'*

Gazette, in the *Southern Bottlers' Carbonaters' Journal*, at Atlanta, and, I presume, several others. By the language of this bill you will have this situation: When your soda water bottler makes a carbonated beverage which he calls loganberry drink, because it is made partly of loganberry juice, you will have him paying 2 cents a gallon on that, and on the rest of his carbonated drinks, like lemon soda pop, ginger ale, you will have him paying 10 per cent on the gross sale. I think the bill would be much better if it struck out the carbonate provision, because you are going to make a clear discrimination in favor of grape flavors and loganberry flavors when you pass a bill of this sort."

Mr. Kitchin qualified as a soft drink expert and fruit juice connoisseur:

MR. KITCHIN. "I say I cannot see how the department can construe loganberry juice that, according to the hearings, is a syrup, as a soft drink and contend that Coca-Cola and other syrups are not soft drinks. Neither is a soft drink under the act. You take Coca-Cola syrup and put in three times as much water. It then becomes a drink—a soft drink—and such drink is taxed as a soft drink. You can have it made or compounded at the soda fountain or get it put up in bottles. Both pay a tax, that at the soda fountain and that in bottles. Both are taxable drinks. Now, you use this loganberry juice just exactly as you do the Coca-Cola or lemon syrup. You take sweetened juice and add water in the proportion of two or three to one. The better drink is two to one. Otherwise it is not drinkable."

Mr. Kitchin then brought forward some remarks which bear on the subject of competition in the new soft drink field, by the wine manufacturers who had to change their product when prohibition came in. His testimonial seems to have advertising value:

MR. KITCHIN. "Now, take the wine manufacturers throughout the United States. I want you gentlemen to pay attention to this.

"Tell The World Your Story"



An evidence of Manternach Service is found in the **QUALITY** advertising of manufacturers of **QUALITY** products.

And one of these manufacturers is The Jacobs Mfg. Company, makers of the famous **JACOBS CHUCKS**, whom it is our privilege to serve as Advertising Counselors.



Jacobs Chuck

The Manternach Company
Advertising Agents
 Hartford-Connecticut

A New Force in Agricultural Advertising

The NATIONAL AGRICULTURAL *Leaders* MAGAZINE



WITH the advent of the NATIONAL AGRICULTURAL LEADERS MAGAZINE, advertisers have at their command, for the first time, a medium which reaches in forceful concentrated fashion a vast group of leaders who powerfully influence the purchases of six million farmers.

Few people other than those who have been actively associated with Federal and State agricultural organizations during the past few years, have any idea of the extent to which the agriculture of this country is organized and controlled by governmental and independent organizations. Neither do they realize what a tremendously powerful and influential network of agricultural leaders has been built up over this entire country—county by county—until today every new thought, every new development, and to a surprising extent, every new purchase of farm equipment and machinery is either controlled or materially influenced by these recognized leaders.

Who Are The Local Agricultural Leaders?

THE county agricultural agent, the extension and experiment station specialists, the home demonstration agents, the farm bureau officers, the rural bankers, the Smith-Hughes agricultural teachers, the officers of the granges, of the farmer clubs and of the dairy and breed associations—these are the people who stand between the manufacturer and his six million potential farmer customers.

THE NATIONAL AGRICULTURAL LEADERS MAGAZINE is the *only* publication which reaches these agricultural leaders *as a group* and in a professional capacity. It is the "trade paper" of agricultural leaders. It treats of their problems *as leaders*, tells of activities of other leaders, and gives the very best and most up-to-date expressions regarding big, outstanding national developments as seen by recognized leaders themselves. Its columns are a *medium of exchange of thought* by the real leaders in the field. No other publication makes any pretense of even touching this field in this intimate, active, influence-producing way.

Write for rate card and detailed information or send orders for insertions in the October number—80 pages and cover

THE NATIONAL AGRICULTURAL PUBLISHING COMPANY
Mills Building, Washington, D. C.

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PANY

I know something about wine manufacturing, because the biggest wine bottler in the United States is a man with whom I was born and raised, in the same county. We played together when we were boys and worked together when we were young men. Now, these wine producers and wine manufacturers are going to make the same alcoholic wine which they have been making, and under the law that we passed here the other day and under the revenue law they have a right to do it, and it is right that they should do it. Then they are going to extract the alcohol from it. That will relieve this one man of \$500,000 taxes. These gentlemen will be relieved of \$1,000,000 or \$2,000,000 taxes when they extract this alcohol from the wine. Then they will sell it as non-alcoholic wine. I have got some in my office, and it is just like the wine that they used to sell, except that as the colored man said it has not got the authority that the other wine had. It tastes exactly like the wine that you drank before the alcohol was extracted. Now, they hooked up with these loganberry juice gentlemen. They have not kicked against it. I never heard of them kicking against it, but they knew how to get it out of this Republican committee. They knew how to get it from a Republican Ways and Means Committee and save \$500,000 or \$1,000,000 of taxes. So the grape juice syrup fellows are hooked up with these wine makers. I never heard a protest against that 10 per cent tax. Now, if they can get it down to 2 cents a gallon instead of 10 per cent, these non-alcoholic wine producers are going to get rid of paying it. And here is another thing. It is barely possible, reasonably probable that all of the kinds of pop put in bottles, made of lemon extract that gives it a flavor, or orange extract that gives it a flavor, will be taxed 2 cents a gallon, while pop made out of sarsaparilla, and ginger ale, and other flavors, except fruit juice flavors, will have to pay 10 per cent."

Mr. Kitchin made himself clear

An Energetic Young Sales Manager & Advertising Man

is leaving present organization because insurmountable manufacturing difficulties prevent expansion.

He is willing to become Assistant Sales Manager

in some progressive organization where a big opportunity exists for a man who can soon demonstrate that he is a Salesman and Sales Executive of unusual ability.

He is 33 years of age, well educated, and has 14 years' selling and advertising experience.

A. B., Box 117, Printers' Ink

Haven't You Often Wanted

a young man to "bring up" according to your needs and your ideas, Mr. Ad. Manager,—one with a sufficiently broad academic and technical training to make him a good prospect?

I'm that man.

I'm 29; am college trained; have practically completed the I. C. S. ad course; have had two years' office experience; did my bit—5 years—in the Navy, before and during the war; and have enthusiasm—plus.

If you're north of the M-D line and are awarding promotions by the merit system, salary and hours needn't count at the start.

EDWIN H. WOOD, G. S. HOTEL
GULFPORT, MISS.

Sales Promotion Manager Wanted

by a large New York confectionery manufacturer. Must be experienced, industrious, enthusiastic and familiar with the problems of merchandising in the New York market. Should understand crew work, locating and installing window displays, routing salesmen, etc. Should be capable of dealing with large buyers and promoting sales in all possible channels. The man wanted is one who can take hold and keep going, who can plan for future business while keeping hard at work on present sales. Should be between 28 to 38 years old. Salary will fit the man, and be increased as merited. Answer fully, giving details of education, training, experience and salary expected. All correspondence will be considered confidential and will be opened only by officers of the Company. Address B. W., Box 123, Printers' Ink, New York.

on another point as follows:

MR. KITCHIN. "No, no. Here is what my proposition is—and I think everybody else understands it except the gentleman from Kansas; if he had waked up while I was talking, he would have understood it. (Laughter.) Let me say my proposition is this: That loganberry juice really is syrup, because you add water to make it drinkable. There is no tax on Coca-Cola syrup, lemon syrup, or any other kind of syrup. Now, the department has ruled that they tax this syrup because it is a drink instead of a syrup. My proposition is to add to Section 628 'any fruit juice to which at least 50 per cent water must be added to make a drink must be considered a syrup and not a soft drink.' That would put the loganberry and the grape fruit syrup all on the same equality with Coca-Cola, Pepsa-cola, Lemon-cola, and so forth. Does the gentleman from Kansas thoroughly understand the position of the gentleman from North Carolina?"

Some light was shed on the great question of the retailers' profit. Mr. Kitchin's mental calculations may seem erroneous to some readers of PRINTERS' INK.

MR. KITCHIN. "Just give me that, please. Did I say that this man, after paying his clerk hire, after paying the janitor for sweeping his floors, after paying the interest on borrowed money, and other overhead charges was going to make 60 per cent in clear net profits? If he did, he would make more than any retailer in the country ever made. I said that he made 60 per cent profit; that is a big commercial profit. When a merchant buys a pair of shoes for \$5 and sells them for \$8, we say, in the commercial world, he is making 60 per cent profit on his selling charge, but all of his expenses in the sale must, of course, be taken out of that before he finds his clear net profits."

Another Congressman who has sampled the new drinks then spoke:

MR. FORDNEY. "Mr. Chairman and gentlemen, yesterday I sam-

PENNSYLVANIA FARMER

First in

Motor Truck Advertising

(First Six Months 1919—
Motor Truck Advertising)

Including ALL Farm Papers

	Agate Lines
PENNSYLVANIA FARMER.....	18,928
Second Farm Paper.....	13,478
Third " ".....	12,660
Fourth " ".....	10,120
Fifth " ".....	9,476

PENNSYLVANIA FARMER reaches 60,000 of the better class farmers, dairymen, poultrymen, truckers and market gardeners in Pennsylvania, New York, New Jersey, Delaware and Maryland, the best motor truck section in the country and one of the richest farming sections.

Concentrated, localized circulation. Rate 40 cents per agate line, flat. Combination rate with *The Ohio Farmer*, Cleveland, Ohio, and *The Michigan Farmer*, Detroit, Mich.

PENNSYLVANIA FARMER

261 South Third St., Philadelphia

Eastern Representative:
W. C. RICHARDSON, INC.,
381 Fourth Ave., N. Y. C.

Western Representative:
STANDARD FARM PAPERS, INC.,
Conway Bldg., Chicago, Ill.

Member of A. B. C. and Standard Farm Paper Association

The Lawrence Farm Weeklies

Pennsylvania Farmer, Philadelphia, Pa.)	All 3 \$1.45 per agate line.
The Ohio Farmer, Cleveland, Ohio....	
The Michigan Farmer, Detroit, Mich..)	

The President of one of the
largest advertising companies in
New York City—

requests Printers' Ink to make
known that he is desirous of
securing the services of a—

Private Secretary—

- a man *with secretarial experience*
- who in addition to being an
accurate, speedy stenographer,
- can assume responsibility, ex-
ercise tact,—and act with dis-
cretion in handling confidential
and important business matters.

This position is an exceptional one for an
exceptional man. Ability will be fully and
adequately recognized. First letter should
be complete. Address—

President, Box 122, care Printers' Ink

pled a bottle of loganberry juice that sells in the retail market of Washington for 35 cents a bottle. There were three glasses of the beverage. When you mix the juice in that bottle in the proportion of one part juice to two parts of water it makes three glasses for 35 cents. That is the price that loganberry juice must be sold at now to avoid greater loss than is being sustained by the people that make the juice.

"They made a very good case before the committee to the effect that their industry is losing money and that the sales of loganberry juice have fallen off two-thirds or more from the sales of the year 1917. I want to say to my good friend from North Carolina that the Democrats are not playing fair here to-day. There was no proposition offered before the Committee on Ways and Means by the Democrats to class loganberry juice and grape juice and other fruit juices as syrups. There was no such motion made by them."

Some news as to what the California wine grape growers are planning to make the long drought easier then came out after two amendments to the original bill had been suggested.

MR. RANDALL of California. "Practically all the grape juice so far has been made from Concord grapes. Now, the California wine grape growers are endeavoring and probably will succeed in making grape juice from the wine grape, and I appeal to the Members of this House who have heretofore voted to protect the California wine grape growers, as well as the others on the other side, to vote to protect and assist the California wine grape growers who are now about to change their business."

MR. MOORE of Pennsylvania. "Is it not a fact that the action of Congress having virtually put out of business the grape growers of California, this is about the only way in which they may be able to continue to develop their industry?"

MR. RANDALL of California. "I will say to the gentleman from Pennsylvania that this is one of

Agency Layout and Idea Man

I want to talk
to an Advertising Agency
that wants to
use a layout
and idea man.

I can give the best half of a
day, six days a week (N. Y.
City connection only).

Address W. D., Box 119,
care Printers' Ink.

Wanted Two Advertising Representatives

One for New York
One for the West

By a monthly magazine of very high character with an international appeal. The men we want are seasoned representatives, acquainted with agencies and advertisers in the Eastern and Western territories. To men with the right equipment we offer a permanent attractive connection, state age, salary desired, previous experience.

Address G. C., Box 120 care of
Printers' Ink.

DRUG SPECIALTY OR TOILET

Have had 25 years' successful experience in promotion work.

Am employed permanently and don't want to change.

Can write and know how to think constructively and with a knowledge of my facts.

Labels, packages, circulars, booklets, form letters, display matter—stimulation for consumer, for retailer, for jobber, for clerk, for salesman—the planning and preparation of these interest me intensely.

I want to do the planning and promotion work for one good proprietary—in the evenings—as a diversion—because I love the work and excel in it. I will probably charge you a heavier fee than you expect for the very reason that I don't particularly need the money.

Will call at your office or see you at mine.

Address: F. N., Box 114, care of Printers' Ink.

WANTED—

Advertising Solicitor

of proven ability to represent a prominent New York City daily newspaper, soliciting

Foreign Trade Advertising

This opening offers big possibilities to a producer.

Good salary and liberal commissions.

Write for interview giving full particulars as to present connection, past experience, etc. Address "J. M." Box 116, care Printers' Ink.

the very few ways in which they can still make a profit out of their grapes. Another method is to make some other product from the wine grapes."

Mr. Kitchin then spoke affectionately of Mr. Moore of Pennsylvania and Coca-Cola.

MR. KITCHIN. "I will ask that the reading of my amendment be withheld for the present. I want to speak especially to my good friend and colleague from Pennsylvania (Mr. Moore). There is no gentleman that I am more fond of than I am of my old friend from Philadelphia, and I shall address him in the affectionate terms of J. Hamp. Moore. When Mr. J. Hamp. Moore makes a speech in which he talks about the Democratic Party, he becomes so partisan that he cannot see the facts and the truth to save his life. If my good friend J. Hamp. could see the truth, if he was not so blinded with partisanship, he would be the last man in the world who would refuse to tell the truth.

"He tells this House and tries to give the impression, because he refused to see the facts, that there is no tax on Coca-Cola, and that we Democrats over here did not want to tax Coca-Cola. I beg his especial attention so that he may see the truth, which is this: Coca-Cola syrup is taxed in the present act just like every other syrup made or produced in the United States that goes into a soft drink is taxed. It pays the same tax exactly, and in exactly the same manner.

"There is no tax on any syrups, but the way we get the tax on Coca-Cola, on lemon syrup, on all other syrups made, is in the drink which the consumer uses. First, if it is put in bottles like ginger ale, pop, sarsaparilla, or Coca-Cola or lemon cola or pepso cola or anything else, because in making Coca-Cola you must make it out of the syrup, and if it sells in bottles made out of the syrup it has a tax of 10 per cent under the present law. That is true of Coca-Cola as of any other syrups. Again, if you compound Coca-Cola like any of the other syrups

Delicate Mechanism

Despite its scope, Swift & Company is a business of infinite details, requiring infinite attention.

Experienced men must know livestock buying with a knowledge of weight, price, the amount and quality of meat the live animals will yield.

Each manufacturing operation must be done with expert skill and scientific precision. A highly perishable product must be handled with speed and care to avoid loss.

Chemists, engineers, accountants, and other specialists are required to take care of our intricate problems.

Alert wisdom and judgment must be used in getting stocks of goods into the open channels of demand through our four hundred branch houses. Branch house organizations must show activity and energy to sell at the market in the face of acute competition from other large packers, and hundreds of small ones.

All these requirements of intelligence, loyalty, devotion to the task, are met in the personnel of Swift & Company. Yet the profit is only a fraction of a cent per pound, with costs at minimum.

How can the workings of this delicate human mechanism be improved upon?

Do you believe that Government direction would add to our efficiency or improve the service rendered the producer and consumer?

Let us send you a Swift "Dollar".

It will interest you.

Address Swift & Company,
Union Stock Yards, Chicago, Ill.

Swift & Company, U. S. A.



ZEEN-YAH, O-H-I-O

XENIA, OHIO. Big machinery interests here. Reached **ONLY** and **WHOLLY** by the Evening Gazette and the Morning Republican.

**When the East
Reaches the West**

LOS ANGELES

EVENING HERALD

The greatest week-day
advertising medium on
the Pacific coast.

**DAILY CIRCULATION
127,773**

FOR SALE

Potter Press and Equipment

Sixteen pages, eight columns, twelve ems. Rebuilt with metropolitan fold, delivering half page size. In splendid condition—a Potter never wears out—printing \$500 edition, ten to sixteen pages, in fifty minutes.

Come See It

May be seen running daily until September 1, in the office of The Elgin Daily Courier, Elgin, Ill. selling only because we have outgrown its capacity and are buying larger press. Full equipment of stereotyping machinery, double steam table, mat roller, etc., trucks and chases. A dandy little outfit good enough for anybody. Prints cuts like a magazine.

First reasonable offer takes outfit, as we must dispose of it in next thirty days.

The Elgin Daily Courier
ELGIN, ILL.

anywhere at a soda fountain and make a drink of Coca-Cola, that pays identically the same tax as a drink made of any other syrup made in the United States. Now, that is the fact, the truth, and the law. But my good friend J. Hamp. cannot see it. Now that is the truth—"

After other amendments were offered and withdrawn the bill was ordered engrossed and read a third time and was passed—thus giving relief to several manufacturers who are advertisers and enabling them to go ahead and do business at a profit.

The discussion on it fills ten pages of the *Congressional Record*, seeming to bear out Mr. Cannon's original remark about a small baby and teething.

Want a Co-operative Vacation?

The Co-operative Campers' Society of Seattle offers a co-operative vacation to anyone whose vacation taste includes mountain climbing.

This association was formed by certain men and women of the Puget Sound section who found that the ever-increasing living expense was making it impossible for persons in moderate circumstances to obtain a definite change from the work-a-day world during their vacation. Unlimited in membership, the society solved this problem through the purchases of such necessary camping equipment as tents, guns, blankets, cooking utensils, and pack animals.

The first hike of the society, with about half of the members present, was made on July 3.

Retailers Organize to Curb Mail-Order

Thirty-nine retailers in Elmira, N. Y. have organized in an effort to diminish the sales of mail-order houses to consumers in the territory of Elmira, through newspaper advertising.

The copy, signed by these thirty-nine merchants, has a half-page display and discusses the merits of buying at home.

Art Metal Profits

Net profits of the Art Metal Construction Co., Jamestown, N. Y., manufacturer of metal furniture, steel filing cabinets, metal partitions, etc., were \$317,306 in 1918, or \$2.18 a share, compared with a deficit of \$168,758 in 1915, when the war injured the business. Shipments for the year amounted to \$5,435,508, compared with \$3,387,212 in 1917.



TWO complete engraving
plants-fully equipped for
intelligent service and the
finest production of color
plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

Western Advertising

is read by

Buyers of space, agencies, advertising managers,
business men and publishers

The only advertising journal published in a territory of 10 million people.
Rich in its possibilities for the development of new advertising accounts.
Rates on application. A live, up-to-the-minute, handsomely printed, monthly
magazine you'll like to see and read. Sample copies free.

RAMSEY OPPENHEIM CO., Inc., Publishers
SAN FRANCISCO

INK IS THE SMALL-
EST ITEM IN PRINT-
ING COSTS. GOOD
INK IS AS IMPOR-
TANT AS DESIGN,
MATTER, PAPER,
OR PRESS-WORK.
WEY NOT SPECIFY
OUR INKS ON JOBS
AND THUS INSURE
BEST RESULTS.

JAENECKE-AVLT CO.



WE ARE MAKERS
OF INKS FOR LAB-
OR SAVING PRO-
CESSES SUCH AS
MULTIGRAPH,
HINEOGRAPH,
DUPLICATOR,
OMNIGRAPH & ALL
OTHERS! SPECIFY
"JAENECKE'S"
WHEN ORDERING.

"GIBBONS Knows CANADA"

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
 Publishers.

Office: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9. Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line. Minimum order \$2.50.

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NEW YORK, AUGUST 7, 1919

Propaganda Killed by Advertising

The men who used wine, women and music to help remake the map of Europe at the Congress of Vienna must have turned somersaults in their graves at the recent proceedings in Paris.

They didn't know what "cards on the table" diplomacy meant in old Europe, but it is safe to say that the old back door, sub-rosa, boudoir diplomacy was so badly licked in Paris that it will scarcely recover. In the same manner, propaganda, the science of insinuation, full brother to back-door diplomacy, has received its death blow.

The European nations have

never known the real power of advertising. Many a secret agent of the Central Powers must have been shocked beyond measure when he watched his house of cards, carefully built-up by insinuation, fall to pieces before the power of American advertising methods.

If public opinion is the final test of diplomacy and if it responds to frankness rather than slyness, then propaganda is as dead as the nails in the door to the Sacred City at Peking. Having once proven its power and its ability to win over propaganda, paid advertising will be used from now on by the new school of diplomats, who are living in the present and the future. We can, perhaps, prepare to see Mexico, China and Japan by paid advertising and merchandising methods place their story before America to clear up misunderstandings. Just as in the case of selling an article of merchandise, the goods back of the advertising will have to be as represented.

Propaganda never again will be able to win over honest intentions backed up by a real advertising campaign.

By-Products of Advertising

The results of good advertising are not always to be found on the sales sheets—or in the minds and hearts of the buying public. Very often these are supplemental benefits that have been accruing to a business for years and years, awaiting a crisis to make themselves known.

Prestige with the bankers, built up through advertising, has tided many a commercial craft through perilous seas, at a time when its balance sheet alone would never have brought it to harbor. One of the most successful advertisers to-day, for many years in financial difficulties, had faith that advertising could create such a demand for his raw material that he could convert it from collateral into cash, pay off the liabilities that it covered, and go ahead in a busi-

ness venture that would eventually make him a fortune. He prevailed upon his bankers to back him sufficiently to give it a trial. His first returns in orders and smashing good leads he put up as "collateral" to justify additional advertising. To-day his product, in its various forms, represents practically a new economic good, his market is international—and his annual advertising campaign runs into six figures.

During the war certain of the manufacturers of men's clothing were exchanging notes with regard to the freight congestion. One in particular surprised the group by telling them that he had experienced practically no trouble whatever. His was one of the smaller houses, but a house that each year made a very considerable investment in advertising. Inquiry developed the fact that the prestige which his advertising had created in the minds of the men handling freight had created also the impression that if any goods were to be got through the gateways his must be got through by all means! Advertising, without deliberate intent, had created with these handlers of freight the impression that this smaller house was pre-eminent!

The employment manager of a big industrial plant in a Middle Western city testifies that of two concerns in the same business, one, the largest national advertiser in its field, attracts a class of labor of evident superiority to the class attracted by its largest competitor, a concern even greater in size but extremely conservative in its use of advertising space in national mediums. The experience of this manager qualifies him to give accurate testimony. He says that the better, brighter workmen prefer to work with the company that carries its story to the people in a big and impressive way. It is their guarantee that the company is going ahead, that its profits will be larger and larger—and that a greater and greater share of this increased revenue will come back to the workmen as increased earnings.

Not all that advertising accomplishes is always included among the "Things that Advertising Does!"

More Attacks

There is an ever-increasing flock of attacks being made lately on the press of the country by wild-eyed men and short-haired women. It is a poor radical speech these days that doesn't contain some reference to the "capitalistic" press. Every time a serious thinker with long whiskers can find a convenient soap-box he takes a crack at what he calls the kept press and in that category seems to include every newspaper and magazine which believes all changes come slowly and are built upon permanent foundations. He usually accuses them of having sold themselves outright to the "trusts" or of being controlled in their editorial policy by their advertisers.

The magazine or newspaper representative knows better than anyone else how little truth there is in the last assertion. Many a one has the memory of some particular case in mind, when he thought the editor was entirely too fussy in his attitude of aloofness from anything which smacked of the business side. The first statement of the soap-box man is equally absurd.

The only real capital of publishing, one of the big products of publishing, is ideas. The printers' ink and white space, the physical magazine or newspaper is merely a package or vehicle, empty and valueless unless it serves its subscribers and correctly interprets their viewpoint. As William Marion Reedy, in his *Mirror*, has recently pointed out, publications to succeed must keep pace with national thought, and he proves his point by showing how publications which think in the past eventually end there by closing the plant.

The ideas of some men are reactionary and are reflected in the papers they run, but unless the spirit of their subscribers is also reactionary they can no more con-

tinue successful than the manufacturer who insists upon doing business by the methods of 1885. Most of the periodicals crying against the "capitalistic" press are far more inaccurate in their news columns and lower in standards of advertising morality than the worst of the publications they attack.

Encouraging Sales by Larger Units

The principle in the slogan, "Buy It by the Box" is not new. Customers have long been encouraged to buy such products as hosiery, soap and handkerchiefs by the box instead of by the single pair or piece. But it remained for a chewing gum manufacturer to give definite and organized stimulation to the application of the idea through advertising.

Retail merchants and their clerks are quite apt to suggest larger purchases by customers who are buying from hand to mouth, although the practice might be broadened to the usual advantage of purchasers. Buying potatoes five or ten pounds at a time, tea in a ten-cent package or oranges at three for thirty cents is not economy, although sales of this sort in the larger cities, among apartment house dwellers, are the rule and not the exception.

Manufacturers themselves have not made enough of their opportunity to increase the size of individual purchases by the ultimate buyers. This may be accomplished in two ways: by teaching the dealer that it is to his advantage if he increases the size of his unit of sales; and by teaching the final buyer, through national advertising, that he is the gainer in convenience and money by purchasing more than enough for his immediate needs.

Too often does it happen in most every household that utilities are "all out," just because the custom—formed largely because of the manufacturer's own advertising—is to buy one unit of a certain commodity instead of half

a dozen. This is a loss all around—to the manufacturer, dealer and the members of the household themselves, who must go without until someone thinks to replenish the supply.

The financial saving is secondary, but in the case of certain food products particularly there is such a saving if purchases are made in quantity. Apples by the box cost less, as well as certain canned goods and other items.

The chief reason, however, for buying more and larger units is one of convenience, as in the case of Wrigley's gum.

The principle is not one of universal application, of course. Discerning manufacturers can instantly determine whether or not purchases of their products ought to be in larger quantities.

The way to correct the human tendency to buy only for the moment's needs is through a process of education. And education's modern aid is advertising.

Canadian Agency's New Accounts

The Pelman Institute, London, Canadian advertising account has been obtained by Norris, Patterson, Limited, Toronto, Canada. Dailies, farm papers and magazines will be used.

This agency has also secured the accounts of: Heaton's Industrial Agency, Toronto, which organization will advertise in the United States with the object of inducing American manufacturers to locate in Canada; Dr. A. C. Daniels Veterinary Remedies, for which account Ontario dailies, weeklies and farm papers will be used and the Magic Rolling Pin Company, Toronto, for which company mail-order copy is being sent out.

Julian Patterson's New Position

Julian Patterson, former advertising manager of the Hupp Motor Car Corporation, Detroit, is now advertising manager of the American Bureau of Engineering, Chicago.

Alvin Advanced to General Manager

Forrest J. Alvin, former general sales manager of the United States Motor Truck Company, Cincinnati, Ohio, and Covington, Ky., is now general manager of the company.

NEW YORK
50 Madison Ave.

WASHINGTON, D. C.
610 Riggs Bldg.

CHICAGO
104 S. Michigan Ave.



Wm. H. Rankin Company

Charter Members American Association
of Advertising Agencies

WILLIAM H. RANKIN, *President*
H. A. GROTH, *Secretary and Treasurer*

WILBUR D. NESBIT, *1st Vice-President*
ROBERT E. RINEHART, *2nd Vice-President*

Two letters—they tell the story

No matter how much we try to sell ourselves, we cannot do it as well, as impressively, convincingly as our customers can.

A testimonial from a successful advertiser as to the value of our service and the efficiency of our organization, will do more to bring us to the attention of advertisers seeking a new agency connection than anything we could possibly say or write.

The following letter was the answer of one of our customers* to a firm that inquired about service:

"Yes, we are releasing all of our newspaper copy through the Rankin Agency. It is a pleasure for me to tell you that my relations with this agency have been most cordial, direct and profitable.

"We have undertaken some rather strange angles in our publicity work during the past two years, owing to conditions that our Company was obliged to meet as a direct result of war conditions. I have found those gentlemen of the Rankin Agency with whom I have come in contact, are not only considerate of other people's views, but generous in their constructive criticisms, and perhaps best of all, a desire to co-operate in every way possible in the furtherance of our undertakings. I have found in these people a desire to harmonize their views with ours, and to work along the lines of sound business reasoning.

"May I express myself differently? The pronounced characteristics of so many advertising agencies have impressed me, as I believe they have also impressed you, with a desire to do stunts in their plans, and particularly in their phraseology of advertising matter, an evident desire to impress the reading public with a certain astuteness and adeptness in psychology in both instances, and in most cases with the net result of pity and unconcern upon the part of the experienced advertiser.

"The big thing with the Rankin Agency as I see them, is this—they are a bunch of hard-headed, common sense fellows that catch the viewpoint of the advertiser first, and then proceed to harmonize such ideas and opinions with sound and effective publicity.

"I am confident that you will not go wrong in considering these people in your contemplated change of agencies."

A similar letter arising out of similar circumstances was written to another firm by another customer* of ours:—

"We understand that you are considering making use of the advertising agency of the Wm. H. Rankin Co., Chicago.

"Since we began business thirteen years ago we have been in the hands of a number of agencies. I think we have employed five different agencies.

"We have now been with the Wm. H. Rankin Co. a year, and the service they render has been most satisfactory indeed, and we would not care to consider changing back to any of the agencies we have used in the past. The Rankin Organization stands very high in our estimation.

"We trust in the event you decide to place your advertising through the Wm. H. Rankin Co. that their service to you will be as satisfactory as it has been to us."

We should like to get in touch with firms who are seeking a new agency connection.

We have two complete agency organizations one in New York and the other in Chicago, and either of them can handle one or two more accounts, independently of, or in connection with the other.

If you are interested in a new agency connection please write, wire or 'phone to either our New York or Chicago office.

*Names of our customers will be furnished to interested enquirers

No Argument At All, Mr. President

"Why didn't you do it before?" inquired the president of one of the largest concerns in the printing and allied fields, after he had been told about PRINTERS' INK MONTHLY.

And this is what we had told him:

"PRINTERS' INK MONTHLY will *humanize* paper, printing, lithography, posters, engraving, painted bulletins, street car cards, calendars, direct by mail advertising, illustrations, ink, novelties, window displays, and all aspects of advertising which seem to need large space to treat them adequately.

"It will be a magazine of *printed salesmanship*. It will have a large-size page—same size as the American Magazine. The large page will permit a striking editorial make-up which will compel attention. At the same time the advertiser will have big space in which to treat his subject in a forceful manner.

"The advertiser will get full value from his space because the editorial contents are aimed directly at the class of men he wants to sell. It is a marked example of cultivating rich soil.

"Paper manufacturers will be able to show actual samples of paper because the mailing privileges are liberal enough to permit that.

"This big magazine will be an idea-sample book of all the components of printed salesmanship."

Yes, this executive will be an advertiser.

Isn't this just the sort of a publication to carry your message? Write now for further particulars. October forms close September 10th.

PRINTERS' INK

MONTHLY

ADVERTISING RATES

Full page, 7" x 10 $\frac{1}{4}$ ", 429 lines	- - - - -	\$180.00
Two-thirds page, 4 $\frac{5}{8}$ " x 10 $\frac{1}{4}$ ", 286 lines	- - - - -	130.00
One-third page, 2 $\frac{5}{8}$ " x 10 $\frac{1}{4}$ ", 143 lines	- - - - -	70.00
One-sixth page, 2 $\frac{5}{16}$ " x 5", 70 lines	- - - - -	35.00
One-twelfth page, 2 $\frac{5}{16}$ " x 2 $\frac{1}{2}$ ", 35 lines	- - - - -	17.50

INSERTS

Two pages, furnished complete by advertiser	- - -	\$360.00
Four pages, furnished complete by advertiser	- - -	720.00
Preferred position and color rates on request.		

CLASSIFIED

Classified advertising, 50 cents a line, minimum 10 lines.

CLOSING DATES

First forms close September 10th for the October issue.

Final forms close on twentieth of month preceding date of publication. Publication date is first of every month.

PRINTERS' INK

MONTHLY

A Journal of Printed Salesmanship

185 Madison Avenue

New York City

BRANCH OFFICES

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumaden Building, Toronto, A. J. DENNE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

George Seton Thompson Co.
 Planning Copy & Art { Advertising } Booklets
 Printing { SERVICE } Circulars
 Mailing { } Catalogs
 House Organs
 122 West Polk Street, Chicago
 Wabash 7316

RDS THE RICHEY DATA SERVICE

The August Bulletin—sent you without cost—tells you how you can have the latest data on sales, advertising and business conditions for instant pocket reference. Ask for it.

THE RICHEY DATA SERVICE
 483 Meridian Life Building, Indianapolis, U.S.A.

 **Howell Cuts** 
 for houseorgans direct mail and other advertising
 ask for proofs
 Charles E. Howell • 305 Fifth Ave. • New York

We represent Student Publications
 THERE are over one million three hundred thousand boys and girls in the High Schools today—all prospective buyers for the right products. We offer High School paper advertisers the same result-producing merchandise service that has made our college paper accounts so successful.
Collegiate Special Advertising Agency
 Incorporated
 503 Fifth Avenue New York
 Established 1913

LEADING NEWSPAPERS MAGAZINES & CATALOGUE HOUSES are now using
ROTOGRAVURE INSERTS
There must be a reason
NEO GRAVURE PRINTING CO.
 200 WILLIAM STREET NEW YORK
 Posters, Booklets and Folders

The Nujol Window Display

WINDOW DISPLAYS Co.

NEW YORK, July 29, 1919.

Editor of PRINTERS' INK:

By request of the Nujol Dept., Standard Oil Co. of New Jersey, we want to publicly announce that a misstatement was made in our announcement in PRINTERS' INK, July 17 issue, to the effect that we will handle all Nujol displays, and we hereby corroborate the denial of the Standard Oil Company as to the truth of that statement.

We also wish to state that it was through no fault of the Printers' Ink Publishing Company that the misstatement was made.

During 1916, 1917 and 1918 we handled the installation of Nujol displays throughout Greater New York under the name of Standard Display Company, and it was through our intention to convey that message that the misstatement was made.

WINDOW DISPLAYS COMPANY,
 By A. J. EDMAN.

European Tourist Advertising

Advertisements carrying an appeal to the tourist who has a longing for Europe, are appearing again.

While the war temporarily checked the development of organized touring companies, yet, judging from recent advertisements, it would appear that the changed scenes which the war left in its wake, will give impetus to the tourist bureaus, thus compensating in no small measure the loss which it first brought to such organizations.

A solid indication of this fact is a recent advertisement of the Raymond & Whitcomb Company, New York, which draws the attention of Americans to the fact that the first opportunity to see France since 1914 is now before them. The advertisement does not allow the reader to forget that in this first opportunity to see France is the last opportunity to see that portion of Europe as one great battlefield, practically unchanged.

University Faculty Member With Agency

Professor C. J. Sembower, member of the department of English at Indiana University, at Bloomington, Ind., has resigned to join the staff of the Homer McKee Company, at Indianapolis. Professor Sembower will serve as supervisor of copy.

Clifton Now Chairman Pierce-Arrow Directors

Col. Charles Clifton was elected chairman of the board of directors of the Pierce Arrow Motor Car Company, Buffalo, and John C. Jay, Jr., was made president of the company at a recent meeting of the board of directors of that organization.

Wanted—

An Eastern Sales Manager

A large manufacturing concern located in the Middle West, but marketing its products through twenty branch offices and several hundred dealers, needs an Eastern sales manager.

This Company is nationally known. Its products are nationally advertised. It is a young, aggressive and rapidly growing organization.

The position offered is newly created. It is a big position for a big man. It demands a man of merchandising vision—of creative business imagination. He must be a real organizer, an executive capable of reorganizing in a sound and scientific manner the entire Eastern section of the country. He must be thoroughly familiar with Eastern conditions. His office will be located in New York City.

The salary offered is commensurate with the calibre of the man desired. Splendid opportunity exists too for future financial advancement.

No applicants will be considered excepting those having a record of successful accomplishment as sales executives. All correspondence will be held strictly confidential.

If you are such a man, or if you know of such a man, you will do a favor by addressing

**D. M. BOX 115
PRINTERS' INK**

The Little Schoolmaster's Classroom

HAVE you been in a butcher-shop lately?

The other day, when it was raining, the Schoolmaster dropped into one to get out of the wet and watched the crowd for a few minutes. There were a whole lot of women in the butcher-shop buying meat, from Nora McCloskey to Mrs. DePuyster in a limousine. It seemed that every one of them before she came into the shop had made up her mind to buy lamb chops, because it was by far the most popular order while the Schoolmaster stuck around and listened.

They were selling for 65 cents a pound, and many was the objection at the price. Finally one woman kicked very hard, and the butcher, who seemed to have been losing his temper as the kicks got more and more strenuous, said: "Madam, have you ever tried lamb for stew? It certainly is fine when it is cooked right."

"I said 'lamb chops,'" said the lady.

The butcher said: "Yes, that's what they're all saying now, and if the present demand keeps up, lamb chops will go up to about \$1.50 a pound, and I'll be raided by an irate mob. Don't you people know that we've got to throw away all the extra cuts on a lamb? Ribs aren't the only thing, nor chops either, and if you keep making me throw away the rest because you're too lazy to cook stew right and the other things you can make from lamb, you're just addin' to the price of the lamb chops."

The Schoolmaster isn't much on cooking, but as he thought of it he remembered he liked lamb stew with dumplings. It's a pretty good dish, and he hasn't had one lately. He doesn't know much about the butcher's economic justification for his remarks either. But he wondered as he went out into the rain again, whether he hadn't hit on an incident which

would furnish an idea to somebody at the present stage of the High Cost of Living.

Why doesn't somebody, an association of butchers, for example, advertise the things in meats that the consuming public at the present time insist upon making into a by-product, much of which is wasted? Some good selling talk on lamb stew and other things that can be made, and the price comparison between this kind of meat and lamb chops might have the effect of switching part of this strenuous demand for lamb chops and the fine cuts which seems to be helping run prices to the sky.

* * *

When you have written several times to a possible customer about your product without drawing a reply, write him again and tell him you are glad he hasn't answered. That is one way to gain his attention instantly. The Schoolmaster knows, because he got such a letter the other day, and it did the trick with him. This letter was from a foot appliance company. It began this way:

"In a way we are glad you have not answered our letters. It shows that your feet are not hurting you very much.

"But why suffer at all with them, when you don't have to? Try a — Foot Appliance."

There follows a brief recapitulation of the merits of the article. Few recipients will be able to read the first sentence of this letter without reading further. And that is a main essential in all such productions.

* * *

Each day of business brings new evidence that the "commercial traveler" of ancient and familiar type is passing, and that the modern representative of a business house is coming more and more to be worthy of his cloth.

The Housing Shortage and An Editorial Policy

According to government and real estate authorities, the country is short 1,000,000 houses. In the construction of these houses it is essential that they be built as economically as possible and in keeping with the higher aesthetic conceptions of the American people.

BUILDING AGE

is a recognized leader in the field of moderate cost building construction because of its editorial policy. Its readers are the large responsible body of men who exercise a great influence on the character of architecture in their communities, either as architects or designing builders. Each month in *Building Age* they find at least two good architectural examples with complete illustrations, both in pictures and drawings as well as a careful description. There are also many selected details. These stimulate an improvement in general community architecture.

Likewise, they find authoritative articles on the technical side of their business which tell them how, by greater efficiency, better planning, the use of various products, and the introduction of labor saving devices, they can lower their costs of construction.

Subscribers to *Building Age* are selected, not bought in thousands, and their home banks vouch for their responsibility. Therefore, its advertising pages offer a known quality circulation, not an unknown quantity.

A copy of *Building Age* will be sent on request.

BUILDING AGE

243 West 39th St.

New York

Affiliated papers in the building field

THE AMERICAN ARCHITECT

METAL WORKER PLUMBER AND STEAM FITTER

All members of A. B. C.

Office Appliances

*The one journal which covers
the field of office equipment*

More than two hundred eighty manufacturers making use of every issue. Send ten cents for sample copy.

417 So. Dearborn St., Chicago



and BUILDING MANAGEMENT

Great shortage in offices and apartments. This means many new buildings next year. The owners and managers are planning for them now. They can be reached only by advertising in this paper.

City Hall Square Building, Chicago

DRY GOODS

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated dry goods, department and general stores than any other dry-goods paper. Ask for A.B.C. statement and sample copy.

Chicago Des Moines
Indianapolis New York

FURNITURE

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated furniture merchants than any other furniture publication. Ask for A.B.C. statement and sample copy.

Chicago Des Moines
Indianapolis New York

MERCHANTS NATIONAL HARDWARE JOURNAL

An unusually good buy. Ask us the reason why, and also ask for sample copy.

Chicago Des Moines
Indianapolis New York

To secure Trade from South and Central America, Mexico, West India, Spain, Portugal, etc.

ADVERTISE IN

EL COMERCIO

Established 1875



The Oldest Export
Trade Journal in the
world.

Circulation Audited by
A. B. C.

Sample Copy, Circular Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

Recently the Schoolmaster commented on the institutional advertising of Johns-Manville in which this company pictures a salesman in overalls and adds this explanation in the copy: "In the purchasing agent's office in the morning; in the afternoon, in overalls, packing a pump in the engine room, building a baffle-wall or measuring power piping to be insulated, or atop of a building inspecting or superintending a roofing job..."

The Schoolmaster confesses that at the time he made this comment he did not realize the possibilities in overalls, or the part which overalls and smock may play in closing a deal. Fortunately his "scholars" rarely fail him.

A hand is raised, and information volunteered that R. G. Long & Co., Limited, of Toronto, makers of overalls, not only employ real salesmen—not the kid-glove variety—but that they also clothe their salesmen in real overalls, sending them out to the trade in this fashion to point out to their customers and prospects the merits of the very garments they have on!

Surely this method of establishing practical proof beats "Have a cigar" all hollow!

* * *

How seldom these days does an exchange of letters add to the joy of life. Time was when the Schoolmaster heard and saw a great number of those good-natured comebacks which put the point across with a punch and yet pleased the whole class and made a chuckle grow where a frown flourished before. The Schoolmaster is glad to pass on for the benefit of the class one of the old time retorts courteous. This one has to do with names.

C. Ridderhof sent out a form postal to a list of firms asking for a business appointment. Among the returns was a rather startling one. Under the head of "Remarks" on his card appeared "Change your name" and it was signed Eden Specialty Co. The

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firm a few days later received this letter:

"GENTLEMEN:

"No man is to blame for his name, and even if he had unlimited choice, it would be impossible to find one that met the approval of all people.

"In this connection, please read Æsop's fable about the man who went to town with his boy and an ass.

"It so happens in my case that I am perfectly satisfied with my honorable name, notwithstanding it was thrust upon me when I was still a very young child in the town of Dordrecht, Netherlands, whence I migrated to these United States in 1888, becoming a full-fledged citizen of the country as soon as I was old enough—in 1895.

"Speaking of names, how do you like to be named after the garden where all sin is said to have been started? Had you no choice?

"Goodnatureddly,
"C. RIDDERHOF."

All of which proves that it pays to be good natured even if a man doesn't like your size or the color of your eyes, and that even a command to change one's name may lead at least to pleasant correspondence.

New Automobile Advertising Manager

J. Albert McCollum, formerly in charge of automobile advertising for the St. Louis Republic, has been made advertising manager of the Traffic Motor Truck Corporation, St. Louis.

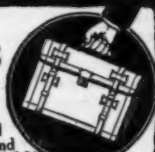
Good Opportunity for Ambitious and Capable ARTIST

Well known agency offers splendid opening for artist good on lettering and figures. Location in Ohio and practically work on the big account, advertising nationally. Write at once stating qualifications, experience and references.

Address, Box 401, Printers' Ink, 833 Peoples Gas Building, Chicago, Illinois.

CENTURY PORTFOLIOS

You will find them just the thing for carrying your copy, proofs, drawings and samples. **SAFELY** and **SYSTEMATICALLY** arranged—everything at your finger tips. **Strong—Roomy—Attractive.** Made in various sizes and designs. Our prices **WILL SAVE YOU 25 to 40%.** Investigate. Send for illustrated Folder "P" today. **CENTURY LEATHER CRAFTS CO.**
350 Broadway New York



Population 65,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

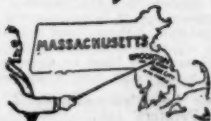
Brockton Daily Enterprise

Printing 17,000 Daily

Flat Commercial rate 50 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries over a page of want advertisements



RETAIL ADVERTISING SUGGESTIONS

Sample ads from important titles showing treatment of specific lines of goods such as shoes, millinery, clothing, hardware, etc., help many advertising men to improve their own copy. National Service.

CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.

MICHIGAN BUSINESS FARMING
Michigan's Greatest Farm Weekly
80,000 BUSINESS FARMERS 45¢ PER LINE
Michigan has 210,000 farms and over 175,000 Farm Owners
Geo. M. Slacum Pub. Mt. Clemens, Mich.

Dynamic Force In This Man

Here is a young man who personifies dynamic force. He is a six-footer, rangy, rugged, wiry, the picture of health. With it goes balance, keen sense, good judgment. He is potential energy.

He wants to cash this force and energy to good advantage to himself, but only in such proportion as he makes good for his company. He will go any place where his experience is an asset, but prefers the sales and sales promotion field.

He has a clean record. Born in a family of furniture manufacturers; learned the rudiments from hard labor on up, working first Saturdays and summers. Since leaving college has mastered machine department, cabinet work, finishing, shipping, bookkeeping, cost-keeping—particularly cost-keeping; next six years factory superintendent.

Then two years as a lieutenant, then a captain of the hard-hitting 26th Division battery that played hell with Fritz.

He's now back as factory superintendent, but who can blame a man of this type for wanting to hit into a keener, more active field? This man with all this experience and skill in handling labor is still under 30. He makes a good appearance and it is the sincere belief of the writer of these lines that this young man contains real possibilities for the employer who likes to develop men for high posts from within his own ranks.

For interview—address T. R., Box 118, Printers' Ink.

Where Advertising Entered Race Riot Situation

An interesting angle of want ad advertising was seen in Chicago last week during the race riots. Several thousand negroes were penned in the so-called black belt and could not get to their work. Quite a number of prominent firms thereupon used liberal advertising space in an effort to get white people to take the negroes' places. A typical ad was that of Montgomery Ward & Co. This mail-order house announced that it had a number of good openings in its packing room and other departments for reliable white men. The words "white men" were emphasized by having them appear in caps.

One of the negro leaders of Chicago, a college man who was opposed to the riots, looked upon the advertising with considerable apprehension. He used it as an argument for the immediate ending of the hostilities. He expressed a fear that if the riots kept up the negro would lose the regard of the white man to such an extent that he would be discriminated against in the matter of finding employment. Of course no such discrimination was intended by those who advertised. They merely wanted men to do necessary work that under the circumstances could not be done by negroes. But the possibilities of that kind of advertising were readily recognized by all concerned.

Advertising as a Preventive

Advertising is being used as a means whereby a water famine, or a condition which would menace the efficiency of the fire department, may be prevented by the Indianapolis Water Company.

One advertisement, signed by the water company, and by the local chief of the fire force, informs the inhabitants of Indianapolis that the consumption of water has exceeded the maximum pumpage rate, and requests that care be exercised in the use of water, especially when used for sprinkling purposes.

A Fort Worth Agency Organized

Ralph W. Perry, who has been with *McClure's Magazine*, and who was engaged in the Westfield Pure Food Campaign, has, since being discharged from the U. S. Army, organized an advertising agency in Fort Worth, Texas. The new agency operates under the name of Perry & Company.

Hershey's Earnings

The average annual net earnings of the Hershey Chocolate Company, Hershey, Pa., and its subsidiaries for the six years ended December 31, 1918, before federal taxes, applicable to interest charges, were \$2,828,924. For the last year of this period the net earnings were \$5,860,460.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Advertising Copy Writer wanted for trade publication; must be familiar with machine tools from actual experience. Unusual opportunity for the right man. Box 543, Printers' Ink.

ADVERTISING SOLICITOR

One who has had experience in the Building Materials field to work in the Eastern territory. Write, giving full particulars. Box 519, Printers' Ink.

Solicitors wanted in large trade centres for export adv. medium. High-grade men only. 20% cash com. Large earning possibility. State particulars and references to secure attention. Box 537, P. I.

Wanted at once, an experienced Designer, a creative artist, for newspaper promotional work. Must be especially good in styles. Send samples, state salary expected. Advertising Manager, Columbus Dispatch, Columbus, Ohio.

A live afternoon newspaper in a growing central southern city is seeking an ambitious young man with good training in newspaper advertising who can write copy and sell space and who wants to go ahead in his profession. Address Box 522, care Printers' Ink.

Advertising solicitor and copy writer wanted. Man of ideas who thoroughly understands retail advertising, department store and other work, copy writing for department and other stores. Permanent position and good pay for the right man. Write at once, giving past experience, age and salary wanted, to The Journal, Quincy, Ill.

Men Of Force And Character Can Cash In On unique opportunity. Experience in selling syndicated ad-service—newspaper, direct-by-mail, billboard, street-car—essential. Largest manufacturer offers exclusive territory to those who qualify. Our distributors make over fifteen thousand per year. Address Merchant's Service, Dept. 1341 Diversey Pkwy., Chicago.

PHOTOGRAPHER—WANTED

Prominent New York Trade Journal has an opening for good photographer experienced in taking photographs of machine tools and mechanical equipment. Would prefer a man of good personality with some knowledge of machine-shop practice and the fundamentals of advertising, as these two assets would be of great assistance in securing data relating to photographs. The position entails the handling of correspondence and some traveling. State full particulars of your past experience. Box 526, Printers' Ink.

ADVERTISING SOLICITOR

By the publishers of Arts & Decoration, one who has had experience in the general or class paper field. Box 520, care of Printers' Ink.

WANTED: Advertising copy writer with advertising agency experience. Idea man preferred. State age, experience and salary expected. Address **W. A. Krasselt**, care of **The Cramer-Krasselt Co., Milwaukee, Wisconsin.**

Advertising agency, offices New York, Philadelphia, young, progressive, fully recognized, handling every class of accounts, will extend unusually attractive proposition to experienced advertising man with business. Box 527, P. I.

WOMAN COPY WRITER—Good position for young woman with year or so experience. Must understand typewriter and layouts. Transportation furnished if you qualify. **Ryan Advertising Service, Miners Bank Bldg., Wilkes-Barre, Pa.**

EDITOR WANTED

Excellent opportunity is offered to a young man who has had some experience and can eventually assume full charge of Editorial Department of successful trade publication. **THE FURNITURE INDEX, Jamestown, New York.**

Editor Wanted

General Store Field—one who has had experience in this line or a field closely allied to the general store field. Answer, stating experience and salary expected. Box 517, Printers' Ink.

OPPORTUNITY KNOCKS

at the door of some young advertising man. But to open the door he must have these qualifications: 1. Imagination. 2. Enthusiasm. 3. Ability to write clear copy and make attractive layouts. 4. A mechanical turn of mind. 5. Some mechanical training and experience. 6. He must have the ability to grow rapidly into the position of advertising manager.

A big future in a rapidly expanding manufacturing concern is assured. Location: Chicago.

Address Box 529, care Printers' Ink.

Male Help Wanted

Cashier and Bookkeeper—Man thoroughly competent to act as head bookkeeper and cashier for progressive advertising agency. Must be thoroughly trustworthy, quick, accurate, and have the ability to handle large amount of detail. This is splendid opportunity for right man, and the starting salary will be commensurate with his ability. Applications will be treated in strict confidence and should state age, experience in detail and salary received in last position. Address Box 516, care of Printers' Ink.

**TRADE PAPER ADVERTISING
SOLICITOR**

Publishers of magazine published in the retail dry goods field require the services of an experienced solicitor for work in the Eastern field. Box 518, care of Printers' Ink.

**ARTISTS
WANTED**

We have openings for several artists of the highest type—men who are fundamentally good draftsmen with ideas. Salary a secondary consideration if the artist himself qualifies.

We can also use the services of an exceptionally clever young woman capable of handling the highest class of drawings of women's apparel and original newspaper layout work. Also good lettering man and designer.

Correspondence confidential of course, but if you are not as yet nationally known give full details and send a few reproductions of work you have done recently.

CRAFTON STUDIOS
109 North Dearborn Street
CHICAGO

ARTIST**Wanted by Old, Established Agency**

We need at once a high-class man able to make attractive layouts for advertisements, booklets, folders, etc., in black and white and color, including the spotting in of figures, lettering, typography, etc. We would prefer a man who also can make finished drawings when he is not occupied with layouts.

This is a real opportunity to do high-grade work on profitable accounts offering unlimited possibilities for future growth.

Please state fully your experience and give any information about yourself such as age, education, personality, which will enable us to tell how nearly you measure up to the position we have open.

Also send samples of your work, including both original layouts and printed reproductions of finished drawings showing not only the quality, but the variety of work which you are able to do. State salary desired.

All applications will be considered strictly confidential and all samples will be returned promptly.

Address at once

The Procter & Collier Company
528 Walnut Street
Cincinnati, Ohio

WANTED

Good opportunity for Photo Retouchers.
HOWARD-WEISSON-COMPANY,
Artists and Engravers,
Worcester, Mass.

Detail Man Wanted

Promotion Department of large publishing house wants young man with some knowledge of type and plates to mark up advertisements for printer, follow up engravings, watch schedules, read proofs, and, if he has the bent, work into copy writing. Some experience, considerable accuracy, and a good education required. Give full details in letter to Box 525, Printers' Ink.

MISCELLANEOUS**WANTED**

To buy a small mail order business capable of development, or to invest with services in established, successful business. Box 528, Printers' Ink.

POSTAGE. The magazine that tells how to transact business by mail. A necessity in every business office. \$1.00 for six months. 25c. a copy. **POSTAGE.** 1 Madison Ave., New York

**LABEL VELLUM AND
SIGN CLOTH**

For Printers and Lithographers
Send for Sample Book
WILLIAMS, BROWN AND EARLE,
Dept. V., 918 Chestnut St., Phila.

BOOST YOUR SUBSCRIPTION LIST
with original subscription-getting campaigns prepared by a circulation expert, adapted especially to your publication; no contests; subscriptions come on merit and "stick." Write today. Geo. Bucknam, Box 2792, Boston, Mass.

FOR SALE

Monotype matrices, slightly used and in best condition, 72 to set, in the following sizes: 14, 18, 24, 30, 36 pt. of the following faces: 39, 64, 86, 88, 140, 141, 861, 891. 40 sets in all. Also 10 steel matrix cabinets, capacity 450 lbs. Address Box 542, care of Printers' Ink.

24-PAGE HOE PRESS

For sale—This press is in A-1 condition. May be seen printing now. Prints 4, 6, 8, 10 or 12 pages at 15,000 to 18,000 per hour. 14, 16, 18, 20 or 24 pages at 7,500 to 9,000 per hour. Folded to 1/4 page size. Full stereotype and electrical equipment. Kohler System. Bargain to quick purchaser. Chester Times, Chester, Pa.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders' Products
Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beekman St.
New York City

POSITIONS WANTED**ARTIST**

Illustrator with wide journalistic and advertising experience seeks opening with New York agency. Address "Alpha," Box 524, Printers' Ink.

COPY MAN

Thorough all-around experience in agency copy service and advertising department work. Available September first. Box 510, Printers' Ink.

Export Managers—Attention

You need me. I am a living library of up-to-date information on foreign trade. Box 515, Printers' Ink.

Young woman, production manager in advertising agency, skillful buyer of printing, engraving and familiar with agency detail, seeks connection with national advertiser or agency. Box 538, P. I.

ARTIST

HIGH-GRADE, ALL-AROUND MAN, WANTS AGENCY CONNECTION. BOX 511, CARE PRINTERS' INK.

4 years' freelance copy writer of sales letters, folders, booklets; some trade magazine and newspaper copy. Want permanent connection where MERCHANDISING IDEAS will be appreciated. \$40. Go anywhere. Box 532, P. I.

Assistant Advertising Manager

desires change to similar position with progressive manufacturing concern. 25 years old, college education, well versed on mechanical side of advertising, layout, copy, etc. Box 540, Printers' Ink.

PHILADELPHIA REPRESENTATION

Young man, 23, desires to represent trade journals or other publications in Philadelphia. News, advertising, etc. Writes clear, breezy English; knows advertising. Five years' trade journal experience. Reference. Box 514, P. I.

ADVERTISING AGENCY—

Can you use an ambitious energetic man, 22 years old? Have initiative and ideas and can think clearly. Have written forceful copy for jewelry, optical, building and lumber trade papers. Now Eastern Editor, fast-growing paper. Box 521, Printers' Ink.

TO ADVERTISERS

A thorough and able worker will give expert service in printing, engraving, and other details as manager or assistant for a reasonable salary to get further advertising experience. Has been two years in an agency. Ex-service man, very well educated, who would highly value a promising connection in a growing organization. Box 533, P. I.

ASST. ADVERTISING MANAGER

My six years' training has fitted me for an assistant managership. Experience embraces; one year as a sales correspondent; four years in the advertising dept. of a manufacturing concern; and one year in an agency. Have written copy for all types of media. College trained. Age 27, married. Will start at \$2,000. Box 541, P. I.

FOR SALE

Seven years' experience in sales and advertising work. If you have an opening in sales or publicity, write me. Box 513, Printers' Ink.

I am a discharged officer—minus a position—but full of ambitious ideas and "pep." Especially desire affiliation with an agency to learn the business. Roughs, layouts, copy or anything! Box 523, Printers' Ink.

Advertising Manager

Seven years' experience. See page 166. this issue.

H. TYLER KAY

ADVERTISING MAN—Thoroughly understands production end of advertising; has had agency experience and knows printing, copy-editing, and proofreading; skillful writer; valuable in agency or advertising department. College man with agreeable personality, recently released from service. Box 534, Printers' Ink.

TO NEW YORK ADVERTISING AGENCIES: High-class Artist with long advertising experience plans, layouts, execution of all styles in all mediums, figure, knowledge of plate making and printing seeks connection, piece work or position. Write Box 535, Printers' Ink.

Sales Representative

Returned officer, who has had selling experience and can furnish proof of his ability for management, desires position as sales representative. Cleveland, Ohio, preferred as location. Box 512, Printers' Ink.

Advertising Assistant

Young man, 24, with newspaper, agency and selling experience. University and I. C. S. advertising training. Desire connection with manufacturer or growing agency. New York or in East. Salary secondary to opportunity. Box 531, P. I.

ART MANAGER

Seeks Agency or Periodical with real money to spend and not afraid to spend it wisely for best art work. Fifteen years' practical experience. Thorough knowledge of production detail. Wide acquaintance among best talent. Now employed by N. Y. agency. Salary, \$4,000. Box 530, P. I.

**Department Head
(or assistant in larger firm)**

by young woman of demonstrated ability to take entire charge of Art and Catalog work—Engraving, Printing, etc., with editorial supervision of copy.

Twelve years' agency experience in the planning and production of high-class magazine and newspaper advertising.

A competent executive who can get results, even under trying conditions; and one whose judgment is usually approved by the head of the firm whose service department she has helped to develop. Box 536, Printers' Ink.

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Flexibility

Advertising, to be effective, should be flexible enough to fit in with any sales plan. Outdoor Advertising from the very nature of its construction, can be used to advantage, because of its adaptability and flexibility to fit the needs of territory, commodity, dealer, consumer and whatever other medium is used.

Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

World's Greatest Want Ad Market

Want advertising is largely voluntary. It comes from thousands of individuals and business firms each month. It is the unanswerable testimony of the people of a community on the relative value of their local newspapers. This extraordinary record of The Chicago Tribune is therefore most significant.

During the first six months of 1919 The Chicago Tribune printed almost as much want advertising as the other five Chicago papers combined. The figures follow:

News, Herald-Examiner,
Journal, Post, American, 3,919,008 lines
The Chicago Tribune . . 3,892,410 lines

The money spent for Tribune want ads was very much greater than the amount spent in all other papers combined, since Sunday Tribune rates are sufficiently higher than those of any other Chicago paper to more than make up the difference in lineage.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Chicago Tribune offers two valuable booklets free to selling organizations if requested on business stationery—BOOK OF FACTS on Markets and Merchandising and WHAT'S BEHIND A WANT AD.